

ELECTRICAL
MERCHANDISING
WEEK

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



room air conditioners

AN EM WEEK EXCLUSIVE REPORT:

WHAT TO BUY: Full specifications p13
HOW TO SELL: A year-round program p17

THIS WEEK'S NEWS IN BRIEF

The air conditioning season is here, and you ought to know the whole story—from how-to-buy to how-to-sell 'em. EM WEEK's exclusive and complete **air conditioning report (p 13)** gives the inside line.

Another inside story—on inside jobs—shows that retailers are losing \$600 million a year through **employee pilferage (p 6)**. Moving outside, EM WEEK basked in the Florida sun at the **AHLMA convention (p 8)** to hear what the industry had to say about itself.

One possible problem ahead: **Credit reform bills (p 2)**,

both state and national. **Don't forget her: The FTC's promise (p 4)** of a quick clean-up of deceptive ad practices.

And then there may be increased competition from **Japan, (p 2)** if several importers' groups have their say. They're cooking up a new campaign to answer "Buy America."

Also cooking were **frypans (p 6)**—the new greaseless ones coming from France, Italy and England. They've caught housewives' fancy all over the country.

But then, you never can tell what's going to intrigue the public. It could be just the **THING (p 7)**.

STRAIGHT FROM WASHINGTON

EXTRA MONEY FOR THE SMALL BUSINESS ADMINISTRATION may run into some trouble in Congress. Sen. William Proxmire (D-Wis.), sponsor of a bill to give SBA an additional \$75 million in lending authority, is upset about the "antics" of SBA Administrator John E. Horne.

Horne told Proxmire's Senate small business subcommittee early this year that SBA could get through the current fiscal year, ending June 30, without new funds. Recently, however, Horne has been talking about the need for an extra \$100 million. Proxmire wants to know what's up. He will question Horne closely at subcommittee sessions this week.

The chances are, however, that Proxmire will get over his pique and that SBA will be voted the extra lending authority it needs. ■

THE RISE OF PROTECTIONIST SENTIMENT in the U. S. has given more support than usual to several bills before Congress to require adequate labeling of imports. These would include clearly marking the country of origin on foreign-made products and components and on advertisements offering them for sale in this country.

Despite this added support from both industry and union sources, their chances of passage this year still are considered slim. A business upturn certainly would put them at the tail end of the Congressional calendar. ■

PRES. KENNEDY'S HOUSING BILL IS BREEZING THROUGH its Congressional paces with a minimum of difficulty. Little in the way of serious controversy developed at recently concluded Senate hearings, and a similar reaction is expected at House sessions.

As matters now stand, Kennedy will get most of what he wants—the \$2.5 billion in urban renewal authority, 40-year mortgages for low-income housing, new aid for housing for the elderly, and \$10,000, 25-year rehabilitation loans for existing housing. All would lend a boost to appliance markets. ■

KENNEDY'S PLAN FOR A DEPARTMENT OF URBAN AFFAIRS is another problem, however. It too would breeze through Congress if the President lets leaders know he will name, say, Mayor Harrison Dilworth of Philadelphia to the new cabinet post. But if he insists on going through with his original plan to appoint Robert C. Weaver, a Negro, Southerners would throw up a roadblock.

Otherwise, the Kennedy proposal is politically attractive. The vast majority of U. S. voters now lives in cities and metropolitan areas rather than rural sections, and this trend is bound to continue. Kennedy credits his strength in the cities with his election victory. ■

2 Blows They're

Dealers uneasily face two major legislative battles over credit. One is national; the other is local, but has national implications.

In Washington, Sen. Paul H. Douglas (D-Ill.) is drafting the latest version of his full disclosure bill, which would require dealers to disclose all credit charges to customers buying on installment contracts (see picture and story at right).

And in Illinois, retailers are aiming their strongest weapons against a sweeping state credit reform program—with half the battle already lost.

In Illinois, 9 Bills

Before the Illinois legislature in bustling Springfield are nine bills designed to "reform" consumer credit. They're potentially backed by Chicago Mayor Richard J. Daley and the Democratic state administration.

The lost battle: The bills have already cleared the state House of Representatives and now await final action in the state Senate.

Retailers realize the bills, if approved, could become models for credit crack-down in other states. They also fear passage of the bills would weaken their stand against the federal Douglas bill.

The bills aim in three directions. They would:

1—Ban use of wage assignments as security in all consumer credit transactions including credit union loans.

2—Permit creditors either to repossess merchandise or to seek payment of the full debt, but not both.



3—Tighten wage garnishment controls by setting the minimum wage exempted from garnishment at \$45 and permitting no more than 15% of a salary to be attached; by outlawing garnishment through contracts providing for a confession of judgment; and by extending the life of a garnishment order from a week to a month.

The wage assignment bills face the toughest fight. They passed the House of Representatives 95-55, against strong, outspoken opposition. Said one representative:

"This will give us a society where only people who can afford to pay for things will be able to buy them. It will limit credit."

Retailers, with help from some

How EM Week Compiled Report

For anyone selling room air conditioners, EM WEEK's special how-to-sell report in this issue (pp 17-32) is must reading.

This fact-crammed, 16-page section, like the specification sheets on air conditioners from all major manufacturers (pp 13-16 and 33-36) which accompany it, was prepared specifically to help dealers move air conditioners.

Behind the report were trips of EM WEEK editors over thousands of miles to compile the background information which went into the report. Staff members interviewed manufacturers, distributors and successful dealers throughout the country.

The trail began at Greenville, Mich., with Bill Winn, Gibson's national air conditioning sales manager.

It extended to Louisville, Columbus, Dayton, St. Joseph, Mich., and other cities where air conditioners are manufactured and sold.

Additional information came from dozens of other sources.

DuPont has compiled the industry's most exhaustive room air conditioner market studies. These studies can be obtained by writing the company.

In addition, Gibson has an excellent 44-page sales manual entitled "Gibson Room Air Conditioner Salesman's Guide," which can be obtained from the company for \$1.

Import Scene:

While a worried high-level Japanese trade mission finishes its fact-finding tour on growing protectionism in the U.S., American importers are preparing to launch their own offensive.

Behind the campaign is the American Radio Importers Assn. and its president, Samuel Frankel, who triples in brass as vice president of the Continental Merchandise Co., vice president of the National Council of American Importers and an attorney.

A fighting ad campaign is one answer to the growing Buy America movement. ARIA has already run one ad defending imports, particularly Japanese transistor radios, against what Frankel terms "unfair charges" and now plans to tell a positive story. Typical theme ARIA will present: Creative Japanese pioneering has increased employment in the United States. But that's not all you can expect before this complex battle over imports is through.

Look for an upgrade from Japan, predicted Frankel, who has just returned. "This is a trend at work there," he explained, "and I hope it will work here."

In order to diversify, the Japanese are moving away from the six-transistor radio as the bread-and-butter item in the lineup. Manufacturers are now going for eight-transistor units, sometimes nine, AM-FM port-

Aiming At Credit



credit unions (not all oppose the bills), may be able to block the package in the Senate.

The repossession bills had an easier time in the House and should face less opposition in the Senate.

Strongest attack on the bills came from a representative who is also an auto salesman. "This protects the gyp artist who buys a car with no intention of paying for it," he told the House. "The buyer skips the state and the car's value is gone before it's recovered."

The garnishment bills passed the House with a minimum of trouble. One insider's guess: "The Senate may pass these six bills to get off the hook and then turn down the others."

In Washington: Douglas

- The controversial credit control bill of Sen. Paul Douglas, another Illinois Democrat, will get a second look this year.

- It would require appliance dealers to display all terms of an installment contract. You'd tell a customer: "This \$200 TV set will cost you \$247.37 when we add on interest, insurance and carrying charges."

- The bill (EM WEEK, April 4, '60, p 1) foundered last year. But it now has the President's OK. Washington betting: It'll be law by late 1963.

Chief talking point against the bills is the claim they would wreck consumer credit and hurt the working man.

What Prodded Reform?

The answer is continued public anger over the many consumer credit abuses.

Just two weeks ago, a Chicago jeweler was arrested after he charged \$95 for a \$9 watch and then forced his customer to sign a blank contract. The "customer" actually was a city detective and the jeweler wound up in jail. In recent months, other dramatic results of shady credit deals had made headlines (EM WEEK, March 6, p 9). Retailers admit that these incidents have hurt their drive to block the credit reform bills.

Answers For 'Buy America'

ables and table model radios.

"Some big manufacturers won't even quote on sixes for export," explained Frankel, "because there's no profit. As an alternative, they might sell you sixes if you'll buy something else in the line which would allow them to make a profit."

"You must realize that Japan wants to double its gross national product by 1970, and so they've not only got to hold what they've got, but they must grow to be healthy."

New products, new radios for the U.S. will be part of Japan's attempted upgrade, Frankel predicted. Currently, Japan's self-imposed quota of approximately 4.0 million radios a year for the U.S.-Canadian market limits growth potential in the six-transistor category.

But one area—radios with special features—covering roughly a third of the import spectrum is unhampered by quota Frankel pointed out, and it is here that the Japanese will look for growth.

"Sales of six-transistor radios can't be expected to keep climbing anyway," Frankel said. "We've reached a certain level of saturation there and must turn to other areas."

So, look for more radios with watches and other special features, more AM-FM transistor units and tube models. New products in the works, predicted Frankel, would cover portable phonographs and radio phonographs (transistorized, of

course), tape units, components for hi-fi, speakers.

The price battle will continue. Even as the American manufacturers' prices on transistor radios go down (Motorola has just jumped into the market with a new six at \$19.95), the Japanese will continue to hold their price advantage over U.S. brands, predicted Frankel, "but not by a whopping margin."

Importers have just picked up a small advantage when Japan's Ministry of International Trade and Industry allowed the \$11 check price on radios to expire the end of March.

The elimination of the check price means importers will pay duty on a new rate and Frankel translates the gain this way: A 50- to 60-cent saving on first cost, 75 cents on the selling price and \$1.50 at retail.

How MITI will control prices now that there's no official check price is still uncertain. Right now, if an importer's price on radios coming out of Japan is ridiculous, he won't get a shipping license. "But the mosaic isn't complete," Frankel said. "We—ARIA—have asked MITI for a ruling and we may know soon."

The long range view for imports is good, Frankel believes. The current trouble stems from the recession here, will pass away.

"I am quite confident," he said, "that this business will be permanent."

EM WEEK'S

MARKET REPORTS

MIDWEST . . . INDIANAPOLIS—Westinghouse dealer William M. Willis summed up the attitude here like this:

"The national economic picture is improving, so I'm looking for a definite upturn here this month. But I'm not increasing inventory yet. We are playing it pretty close because we know manufacturers have enough '61 items when we want them."

No one could pin down the reason for poor appliance and home electronics sales here during the last two months. Unemployment was not high, yet sales were well off the pace.

Both H. H. Gregg, RCA Victor and Whirlpool dealer, and Tadd Wake, Westinghouse major appliance sales manager for central and northern Indiana, blamed the administration for what they called "pronouncements of pessimism."

Gregg was fighting back with TV and radio spots, newspapers and direct mail. "I've used everything I can," he said, "and I know I'm getting my share and then some of the market. Still, I fell maybe 10% to 15% more this past month."

Tadd Wake reported that his freezer sales were 50% ahead this quarter over last year. But nearly everything else was down for him. Most disappointing to him was air conditioners.

"I've sold fewer than Alaska," he said.

Ray Alexander of Alexander's Furniture & Appliances was having a better time of it. "I don't think March was as bad for us as many others," he said. "We know our customers pretty well. We use direct mail only, and I figure we get 2½% to 3% return. Still, we were below the seasonal drop at tax time."

SOUTH . . . LOUISVILLE—No noticeable upturn here yet, but dealers were looking for better days with the return of the sun, the Kentucky Derby, and the scheduled payment next month of the state veterans' bonus.

Dealers were giving three reasons for the continued slump: Rainy weather, misleading advertising and a Negro boycott.

Bob Brady of Bob Brady's Appliances, among other dealers, cited the prolonged rainy spell for keeping customers home.

The Negro boycott, directed against central business area restaurants, theaters and stores which segregate, was affecting all other stores, too. The boycott slogan was "nothing new for Easter" and now it's "nothing new for the Derby." Integration negotiations with businessmen were being conducted by a mayor's citizens committee.

In suburban St. Matthews, dealer C. N. Faucette had noted a few more Negroes shopping, but not enough to help him.

James E. Moore of the Jimmie Moore Appliance Store was blaming poor sales on "misleading advertising" which shakes the faith of appliance buyers. He was especially critical of ads

that list a trade-in price, sight unseen. Customers, he said, know that a dealer can't know the value of a trade-in without looking at it, and so they suspect something fishy in the whole structure of appliance pricing.

WEST . . . BUTTE, MONT.—A drop in appliance prices was indicated by all reporting dealers here.

Radio Engineering and Service, a Zenith, Norge and Hotpoint dealer, tried a "clean sweep days" promotion to pick up slow business in the area. Response was excellent on both 1960 and 1961 models. Ranges led the way with TV following closely. Sales Manager Stan Mayra arranged radio broadcasts from the store as part of the promotion.

"This was the first spring sale in town," he noted, "and we are getting response."

G-E washers and dryers were leading the way toward better business for Ossello's. Across the board, business was better than last year. Ossello's 30th anniversary sale was pulling in customers. Chances on a stereo set was the lure. The store recently decided to discontinue trading stamps.

Over at Burr's Department Store, which carries Zenith and Philco, portable TV was the best moving item. Sales of laundry appliances and refrigerators have been nil.

WEST COAST . . . LOS ANGELES

—The economy was beginning to show some life, and a number of key barometers indicated that the city may be over the roughest part of the business slump: Wage rates were maintaining the same level or moving up, bank savings showed a heavy increase, real estate prices were steady and sales activity brisk. Home building was reviving and the construction rate continuing firm.

On the debit side, auto and aircraft industries got new cutbacks, unemployment increased a little more than normal for the period, and department store sales continued to decline.

"Business isn't too 'upturnish' yet, but it's beginning to look better," said Beanie Rhodes, co-owner of B. L. Russell and Co. in Huntington Park.

"Maytag washers are selling good. Sales are in the high end mostly—in everything."

Still waiting to herald better days was J. F. Davis, manager of Hollywood Electric Appliance Co. in Santa Monica. "I haven't seen any upturn yet. We're selling service instead of merchandise. List prices here have been the same for the last five years," he said.

Stanley Everett, owner of Everett's TV and Radio Sales in Alhambra, said, "Sales this March were better than a year ago. What was selling? 'Surprisingly enough, stereo as well as color TV. We sold five color sets in March.'"

AHEAD IN THE NEWS

"FASTER-FIRING GUNS WILL BE BROUGHT TO BEAR ON DECEPTIVE ADS," new FTC Chairman Paul Rand Dixon promises. Recently he told retailers, manufacturers and advertising agencies in three separate ultimatums that FTC's spring cleanup will be thorough, tough and quick. For how his pledge will be backed up with new methods and a new attitude—and for how this will affect you—see the full story in EM WEEK next week. ■

TROUBLE AHEAD FOR G-E? There may be at the company's annual stockholders' meeting Wednesday in Syracuse. The largest number of G-E stockholders in history may attend, and some are sure to be taking potshots at Board Chairman Ralph Cordiner. Reasons: The recent G-E price-fixing scandal, and the company's quarterly report. First-quarter 1961 sales were up 4% from first-quarter 1960 figures, but net earnings declined 19%. ■

GROWTH OF JAPANESE SALES IN THE U. S. can't continue at the current rate, predicted leaders of an American trade delegation now in Japan. For rapid growth, Japan will have to look elsewhere. Paul E. Pauly of the Department of Commerce and Charles J. Kelley, director of a San Francisco trading company, also told the Japanese (1) they will have to open up their market to American products in order to protect their position in the U. S. and (2) they were exaggerating the competitiveness of American products—appliances, for example—in Japan. ■

PUSH YOUR BUILDER CUSTOMERS to enter "best homes for families with children" contest sponsored by "Parents' " magazine. If home with your appliances in it wins, the prestige will make you famous. For contest rules, write Parents' Institute, 52 Vanderbilt Ave., N. Y. C. 17. ■

SOMETHING FOR THE DEALER is included in this year's Electra City Show (Oct. 21-29) at the New York Coliseum. For the first three mornings, time will be reserved just for the trade. Other planned features: (1) electronic toyland; (2) fully stocked adequately wired home; (3) home of tomorrow; (4) a nursery to park the kids. ■

HI-FI STYLII MAY USE MAN-MADE DIAMONDS instead of natural gems if G-E tests are successful. The company will try them first in variable reluctance cartridges, then in package phonos and combos. Less chipping and better record care are some virtues claimed. ■

LOOK FOR BETTER GLARELESS TV PICTURE TUBES. New Corning process, called "Velvetone," gives up to 88% better contrast detail, 44% improvement in resolution, according to tests made by Sylvania's electronic tube division. ■



THE WORLD'S SMALLEST TAPE RECORDER?

Judge for yourself. Bakelite cased unit measures 4.63x3.22x1.4 inches, weighs about 0.85 pounds. V. Stuzzi Co. of Austria will begin selling Memocord here in June. Transistorized set contains microphone, speaker, 60-minute reel of tape and two small batteries. Speed is 1 7/8 ips. U.S. list will be \$70.

At Last: FM Multiplexing

Stereo manufacturers last week finally got the present the Federal Communications Commission promised for Christmas, 1960.

The FCC adopted, with certain modifications, the technical multiplexing standards proposed by the Zenith Radio Corp. and General Electric Co. (systems 4 and 4-A) as described in the documents which initiated proceedings before the commission.

Stereo broadcasts can start June 1 on FM radio, according to the FCC. And FM stations may transmit after that date without further authorization from the commission, provided that technical standards prescribed by the FCC are followed.

Because use of the new system is voluntary, the FCC said it would not predict which areas will be the first to receive stereophonic programs. But it anticipated that inauguration of the new broadcasts by the FM stations would be publicized through local news media by those stations deciding to offer the service.

Zenith's Chicago FM station, WEFM, will convert to stereo transmission at the earliest possible moment and probably will be rapidly followed by a number of other stations.

The new system is just what the FM station owners wanted. They'll be able to continue their closed-circuit background music programming to stores and restaurants—an important source of revenue—on one sub-channel and then use the main carrier plus another sub-channel to broadcast FM stereo.

What multiplexing is: Under the new system, a special sub-channel is superimposed upon the regularly assigned FM channel. The sound in the radio studio will be broadcast through at least two microphones and must be reproduced on at least two sound systems with separate loudspeakers.

The FCC, which intensively studied several systems, believes the

Zenith-G-E standards will provide stereophonic transmission of good technical quality with only negligible effects noticed by listeners on the monophonic main channel.

The new system does not obsolete FM radios currently on the market. But if you want to receive FM stereo transmissions, you'll have to purchase an FM stereo receiver. In case you already own stereo amplifying equipment and an FM tuner, you'll have to buy a multiplex sub-channel adapter.

The industry is wildly enthusiastic about the new government standard and firmly believes multiplexing will give stereo sales a big boost.

Equipment will show up soon, but the big push will probably come in August and September—just in time for the big fall selling season.

G-E, which hailed the decision as the most stimulating development in the radio industry in the past 15 years, will show an FM stereo radio when it introduces its new table line. And Zenith has indicated that it will have new stereo receivers and adapters on sale shortly after June 1.

Granco, long a pioneer in the FM field, will be ready to roll by the end of May, according to Henry Fogel, president.

Retail prices: The adapter, which could be jacked into today's combination unit, will probably carry a \$16 or \$17 list price.

Granco plans a series of sets. The line will start with an FM-only unit at \$29.95 with provision for an adapter that might cost another \$16. The company also will have a complete unit listing at \$49.95 and \$59.95 which can receive the full FM stereo program.

What will the new equipment look like? "In order to achieve separation in anything less than a console," explained William Lasswell of Motorola, "we may have to go back to the two-piece cabinet."



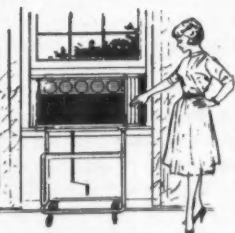
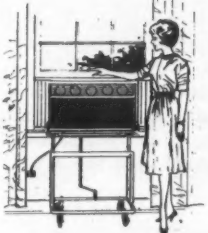
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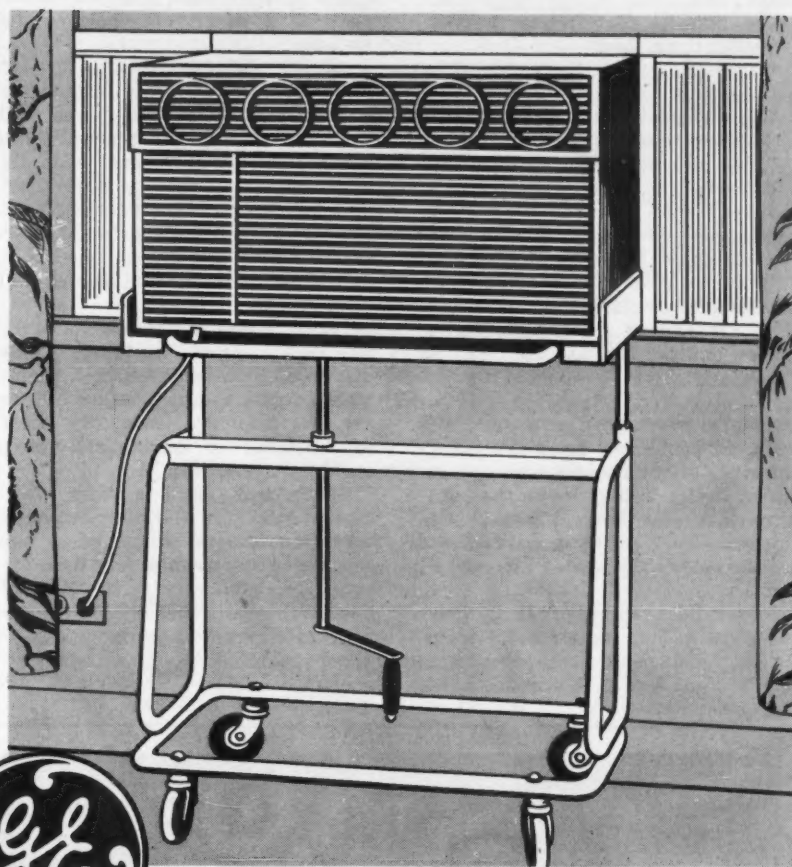
THE ULTIMATE IN AIR CONDITIONING PORTABILITY

New All-In-One Porta-Cart Air Conditioners
roll easily from room to room—
fit any standard window.

Get your share of the fast-growing Do-It-Yourself market with the new General Electric Porta-Cart Air Conditioner. This All-In-One unit easily adjusts to proper window height . . . slides easily into any standard window opening on its own carriage without leaving the cart. Mounting frame, permanently attached to air conditioner, quickly expands to window width . . . unit plugs into any adequate outlet. Porta-Cart Air Conditioners are available in 115 volt or 230 volt models in a wide range of BTU/Hr. capacities. Your customers can now enjoy cool, dry General Electric air conditioned comfort where they want it, when they want it.

4 easy steps to quick, cool comfort

 <p>1 Roll Porta-Cart to window. No lifting—a few smooth turns of the handle adjust unit to proper window height.</p>	 <p>2 Glide unit into window opening. Carriage slides easily at the push of your finger.</p>
 <p>3 Slide out self-contained aluminum side panels to fit window width. Snug, weather-resistant seal.</p>	 <p>4 Lower window, plug in unit. It's the best answer yet to air conditioning portability.</p>



Porta-Cart Air Conditioner

General Electric backs you up with coast-to-coast television

• Television's popular "GE Theater" will demonstrate the ease and simplicity of Porta-Cart Air Conditioners to *10 million families*. Not once but *five times* throughout the summer selling season—May 28; June 4, 11, 25; July 2.

• A wide assortment of direct, hard-selling promotional material is also available from your General Electric distributor.

Room Air Conditioner Department, General Electric Company, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

INVENTORY LOSSES: Are Your Employees Stealing From You?

Last year more than \$600 million in cash and merchandise were stolen from retailers by their employees. And the situation is getting worse every year.

To find out how serious the problem is, EM WEEK talked with Norman Jaspán, president of Norman Jaspán Associates, Inc., management engineers, and its fact-finding division, Investigations, Inc.

"Over the years, the cost of these malpractices by employees has been getting progressively greater until it has now reached a total of more than \$1 billion a year in just cash and goods," he said.

Jaspán said his company's investigations into retail management over the past 37 years showed that 70% of all inventory shortages are the result of employees' malpractices; 25% are caused by honest clerical errors, and the rest are the result of shoplifting.

Inventory shortages compared with sales. Jaspán broke down the different types of retail operations and revealed the inventory losses they suffered last year from dishonest employees. (The figures in parentheses are the outlets' estimated annual volume.)

Department stores (\$16 billion) lost \$140 million as a result of employee dishonesty; supermarkets (\$50 billion) lost \$100 million; hard-

ware retailers and wholesalers (\$9 billion) lost \$90 million; discount houses (\$4 to \$5 billion) lost \$25 million; variety stores (\$4 billion) lost \$60 million; and drug retailers and wholesalers (\$6 billion) lost \$50 million. The remainder of the retailing field (\$135 billion) suffered a loss of more than \$140 million last year as a result of employee dishonesty.

Jaspán underlined the seriousness of the problem by citing instances of inventory shortages compared with sales in department stores. Using National Retail Merchants Assn. figures, he pointed out that stock shortages in electric housewares accounted for 1.6% of department store sales; radios and phonographs, 3%, and tools, hardware and garden supplies, 1.9%.

"Department store profits average 2.3% of sales," he added. "In the discount and supermarket fields, where profits as a percentage of sales are less than 2%, inventory shortages similar to department stores' could be disastrous."

"Let's look at it another way," Jaspán said. "In the distribution of hardware, where profits as a percentage of sales run at less than 2%, employee dishonesty at the \$90 million level means that every penny of your profit on \$4.5 billion worth of sales—nearly 50% of the industry's projected volume throughout the

United States—is canceled out by employee theft.

"It should be noted that these figures do not include losses such as excessive overtime, deliberate damage to stock, manipulations that drive customers to competitors, kickbacks and the like."

Who's to blame? "Dishonesty is a by-product of mismanagement," Jaspán went on. He pinpointed "ineffectual administration, heavy day-to-day pressures and executive complacency as being of primary significance in encouraging theft and making crooks out of normally honest managers, supervisors, clerks and cashiers."

He accused food and discount retailers of neglecting vital operations and controls as well as their personnel while they engage in a battle for sales expansion. He noted that dishonesty losses were wiping out every penny they earned on 10% to 33% of their sales volume.

Jaspán predicted that, because these dishonest practices were draining their profits, discount and supermarket chains would experience more failures or forced mergers during the next three years than ever before. A recent study his company made of these operations revealed 53 different examples of theft and manipulation. The study attributed the majority of these losses to employees at supervisory level.

Of the \$60 million in losses uncovered by Jaspán's fact-finding division last year, more than 62% were traced to employees on supervisory levels. But, he cautioned, thefts of the rank-and-file are far from insignificant.

Five steps to prevent shortages were suggested by Jaspán to retailers.

1—Set realistic goals, quotas or budgets. You cannot make these estimates by accounting methods alone. They require a just evaluation of what you expect from your employees.

2—Good communications are essential if management is to discover the causes of manipulations, poor morale, gross inefficiencies and low profit margins.

3—Periodic and unannounced checks on employee behavior should be made at all levels. Knowledge that their work is being checked will deter employees from yielding to temptations.

4—Maintain uniform policies. Nothing will break down discipline and morale so rapidly as a neglect of consistently fair and firm enforcement of regulations at all levels.

5—Bond your employees and tell them about it. Experience has shown that employees who know they're bonded are far less likely to steal than those who are not bonded or are unaware of coverage by a fidelity bond.



NEW LFC PACKS' DESIGN, COLOR TIE TOGETHER UNIVERSAL LINE

Landers, Frary & Clark is introducing new cartons that are designed to tell retailers, through a color code, what products are inside and to emphasize the Universal trade name. Looking at some of 282 separate packs and cartons are, at left, U. S. Moznick, LFC director of promotion and advertising, and Sol Levine, vice president in charge of operations. Universal cartons are brown for coffeemakers, red for irons, light blue for can openers, green for mixers and ochre for waffle makers. Handy-Hannah packs are red and black for hair dryers, pink and black for mixers, green and black for vibrators and orange and black for foot massagers. The Universal trade mark will be prominent on all cartons.

Fluorocarbons, No-Stick Frypans: How To Live Better Greaselessly?

"What are these fluorocarbon resins and what do they mean to me?" That's the question that a lot of housewares retailers have been asking themselves for the past three months.

Why all the fuss about the tongue-twisting chemicals? Because since December three foreign manufacturers—French, Italian and English—have introduced resin-coated, non-stick frypans to enthusiastic customers (EM WEEK, Feb. 6, p 7). So far, only one American manufacturer has jumped on the bandwagon: Club Aluminum Products, Inc. plans to market its own frypans by the end of this month.

What are fluorocarbons? They're not really new. They've been around since 1938 when DuPont discovered a new solid that exhibited startling properties: It survived exposure to almost every known chemical, almost nothing would stick to its surface, soldering irons wouldn't melt it, and moisture wouldn't cause it to rot or swell.

Almost immediately, chemists and engineers seeing the values inherent in the new fluorocarbon resins used them to make corrosion and steam-resistant linings for industrial pipes,

valves and fittings. Military engineers adopted the resins for use in rockets and missiles, as an insulator for delicate electrical equipment, and even as a protective coating for small arms and ammunition. In the food industry, fluorocarbon resins today are used by milk processors, bread manufacturers and candy makers. And housewares manufacturers are using the fluorocarbon resins to coat frypans and other non-electric housewares.

But what about tomorrow? Although American housewares manufacturers still haven't marketed non-stick and easy-to-clean appliances, they insist that the possibilities for fluorocarbon resins in the housewares business seem to be virtually without limitations.

No manufacturer is willing to discuss his new product research and development, but each optimistically predicts that it won't be too long before such things as resin-coated electric frypans, griddles, waffle irons, coffeemakers and irons hit the market. "In short," manufacturers predict, "any appliance that normally requires a lot of cleaning will soon be a candidate for a fluorocarbon resin coating."

HOUSEWARES


**NEW B&D DRILL
IS CORDLESS—
WILL TRAVEL**

Black & Decker's new cordless drill creates its own energy in a totally enclosed motor, eliminating the need for conventional cord and wall outlet. The four-pound unit, which will be priced around \$50 retail, operates on power cells that can be re-charged 400 times. The cells, the company claims, can drill 30,000 holes before they have to be changed. No price has been set for the cells.

Here Is Sunbeam's 1961 Formula For Selling Lawn Care Tools:

"If you want to sell lawn and garden care equipment, you've got to follow your customers outdoors." That's part of the selling advice that Ralph Czerwonky, Sunbeam's hardware division manager, is giving dealers. Why?

According to Czerwonky, gardening and lawn care have come to consume a large portion of the weekend squire's time and interest. "But," Czerwonky stressed, "few of the thousands engaged in these pursuits have felt the urge to go primitive. That's why the early sputtering power mower is being supplanted by automatic rider types, and why the market for more automatic lawn and garden care equipment is growing.

"If dealers want to get their share of the market, it's up to them to follow their customers outdoors with displays that demonstrate the differences between the different kinds of equipment," he emphasized.

Sell safety. "With the increase in the use of power mowers, and the accompanying need for more safety, the American Standard Assn. safety

specifications were drawn up to provide consumers with safety approved power units. The standards outline specific safety requirements that manufacturers should observe in the manufacture of mowers," Czerwonky said.

Service counts. Servicing the millions of power mowers now in use has become an important business, according to the Sunbeam manager. Convenient service facilities, as well as rapid and dependable service, are factors that more and more consumers ponder before purchasing power mowers.

"Customers can't postpone cutting the grass while they wait to get their mower repaired. That's why Sunbeam has established a separate company—the Sunbeam Appliance Service Co.—to handle the repair of all its products," Czerwonky said. He pointed out that in addition to the 83 SASCO branches, Sunbeam customers could take advantage of the more than 2,000 service stations maintained by power engine manufacturers.



Could You Build Business With A THING Like This?

"A THING doesn't DO anything, but sell itself," say premium people. "But that it does very well."

The THING shown at left, a hit at the Chicago Premium Show, belongs to a premium house, Around the World Shoppers of Elizabeth, N. J.

It has a bubble, see, and that bubble rises from bottom to top in exactly five minutes. Why? If you insist, say its owners, on a THING that performs a useful function, you could use this one to time a sales pitch. Around the World Shoppers is just going to make a buck with it.

HAVE YOU EVER TRIED TO COUNT the different products that fall under the housewares category; some authorities claim there are more than 5,000 different items. You can see that keeping pace with what's going on in the housewares industry can be a difficult job for the average retailer. Well, starting next week, EM WEEK will try to make the job a little easier. On May 1, and continuing as a regular housewares feature, a Merchandising Calendar will be published that will discuss trends, prices, promotions, advertising, display and selling tips of one housewares or electric housewares category at a time. The first calendar will be devoted to melamine dinnerware. Look for it. It may help you improve your sales. ■

35,000 BUYERS FROM THE U.S. and 50 foreign nations are expected to view the complete line of housewares that will be on exhibit at the Chicago International Trade Fair. From July 25 to August 10, Chicago's new McCormick Place will be jammed with 30 national pavilions, a U.S. pavilion, and scores of individual exhibitors who will present a wide representation of the world's products and services. New at the show this year will be an International Market, staffed and supervised by Carson, Pirie Scott & Co., which will offer at retail many of the items on display in the exhibition area. ■

MORE THAN \$3.1 BILLION IN SALES is the prediction for this year's May-June retail gift market, reports the Bureau of Advertising of the American Newspaper Publishers Assn. The bureau points out that the gift market has been growing at an accelerated rate and that more stores are now carrying gift merchandise. But, though gift sales are up, competition is up too. In four years, stores selling to the gift market have increased by 14.7% while the total number of retail stores rose by less than 3%. In the same period, gift sales soared 37.3% while total retail sales climbed only 17.5%. ■

PERSONAL HAIR DRYER BONNETS ARE HERE. G-E has recently introduced individual hair dryer bonnets—available in pink, yellow, blue or green—that carry \$2.95 retail tags. The bonnets make it possible for each family member to have her own individual dryer cap. College girls may find that several girls can conveniently share one hair dryer if each has her own bonnet. ■

PRICES HAVE BEEN REDUCED on three G-E portable appliances. The M-47 portable mixer is now \$19.95, down from \$21.95; the S-40 saucepan is now \$16.95, down from \$26.90; and the S-20 saucepan is now \$14.95, down from \$22.90. A spokesman at General Electric claimed that the reductions were designed "to put the appliances in a more competitive position in the marketplace." ■

APPLIANCE-TV

WATCH FOR A FIGHT OVER 12-LB. HOME WASHERS.

The rumblings were heard at AHLMA's Boca Raton meeting last week. With G-E definitely declared and Philco following, the rest of the laundry manufacturers will have to pick their camps—and do it soon. ■

WHO WILL BE NEXT TO ADD COLOR TV is the big question now that General Electric has jumped on the bandwagon. Among the majors only Philco, Motorola, Sylvania and Westinghouse are uncommitted. G-E's line—there may be three sets—will be manufactured at Electronics Park in Syracuse, introduced to distributors late in May and on the market in August. The line will incorporate G-E's own patented "color balance stabilizer" (which is supposed to overcome the problem of color hue changing as picture brightness changes) and RCA's 21-inch shadow mask picture tube. And G-E is offering a special service feature—D-O-T, which stands for "diagnosis over telephone." This will permit every serviceman in the country to call a local factory trained expert for immediate consultation. ■

WILL WOOLWORTH SELL MAJORS, TV? Probably not.

Unlike Grant, Kresge and others (EM WEEK, April 17, '60, p 2), Woolworth officials are sticking to a "nothing over \$99" policy. And even if this policy is broken or if 8-inch Japanese TV under testing could be sold for less than \$99, two deterrents remain: Only some of the stores have the space needed to merchandise appliances-TV and service remains a problem. Woolworth went into TV briefly three years ago, pulled out quickly when it couldn't get adequate national service. ■

"MY WASHER JUMPED AT ME, YOUR HONOR," said the lady in San Jose, Cal. And she filed a \$75,000 bodily injury suit against the appliance dealer who sold it to her. The reconditioned washer started vibrating soon after she bought it, she claimed, then one day it jumped at her and knocked her down. She's blaming the dealer for negligent reconditioning and installation. ■

FACTORY, RETAIL SALES OF PHONOS continued a downward trend through February, according to Electronics Industries Assn. statistics: Factory sales (547,095) for two months were off 37.62% or 329,949 units for the comparable 1960 period. At retail, cumulative sales for January and February were 664,245, down 31.49% or 305,330 units. Factory sales of stereo for February: 204,638; at retail, 225,722. ■

HOW FAR CAN THEY CARRY THIS COMPETITION THING? Pretty far! One trade association operative in Boca Raton last week (both AHLMA and GAMA were there) was keeping stop watch on how long speakers at the competitive meeting were running past their allotted times. ■

From GAMA, AHLMA—Problems And Solutions

Braving governmental reprimands, tornado warnings and slow death by cocktail party, close to 700 top manufacturing men and their wives converged last week on sunny Boca Raton, Fla., to face up to the problems and sagging profits of the appliance industry. The patterns at both the Gas Appliance Manufacturers Assn. and the American Home Laundry Manufacturers' Assn. meetings were the same: Behind the lectern, industry leaders worried about the problems. Behind closed-door board and division meetings, they thrashed out solutions.

For the first time in years, conventioners were skittish about the possible governmental repercussions they and their companies would face because of the gatherings.

The recent Philadelphia electrical equipment price-fixing convictions had given even old-time attendees cold feet. But few stayed away, taking heart in the associations' stands, voiced here by AHLMA President Guenther Baumgart:

"Membership in trade associations can provide industrial firms with more protection against antitrust action than by their not participating in association activities at all."

He went on to say that all AHLMA activities are reviewed by the association's legal counsel, who attends all meetings, reviews minutes and checks publications. And the assembled manufacturers, made bolder by his words, went on about their business of tackling industry problems. Here's what they did, what they had to say, in Boca Raton last week:

GAMA

Outgoing President Wendell Davis in his opening remark took care of the gas industry's performance in 1960 with a grin:

"It was a good year—a good year to have behind us."

But Davis, former president of Cribben & Sexton who is leaving the gas industry to head up an office furniture manufacturing company, reasoned that the lean year made a contribution in its very leanness. It toughened the industry up.

Incoming President William G. Hamilton Jr., president of the American Meter Co., had a few ideas about how the industry could stay tough. He called the assembled manufacturers to task for failing to arm their salesmen adequately for gas selling, for taking refuge under the umbrella of industry promotions, the costs of which the same manufacturers "have never adequately shouldered."

AHLMA

Main attraction at the three-day AHLMA meeting was a morning session with industry talent not often lined up in one place. Here are the top men who were there, and here's what they had to say about the future of the laundry business:

Clair Ely, AHLMA board chairman and Maytag marketing vice president, took a short, shuddering look at last year's laundry shipment drop of 13.5%, then reminded his listeners that shipments are down 12% for the first quarter of 1961. But he said he wasn't worried for two main reasons: (1) this year manufacturers' "planning is more in line with

the hard realities" and (2) there are "signs that indicate that we are beginning to bottom out."

Robert E. Brooker, Whirlpool, followed Ely with a call for increased profit. His suggested panacea for the industry: "A closer look at profit planning by each member of the industry." And he singled out three areas where planning could help preserve healthy profit margins:

1—"Recognizing that the probable sales volume for the next five years may be approximately the same as the total unit volume for the past five years but that during this period billing prices may decline at a rate equal to the rate of cost reductions."

2—"There will be no wide swing of market penetration of any manufacturer occasioned by price, since no manufacturer can allow volume to dry up through price alone."

3—"To preserve the profit structure and market participation of the independent dealer, convenience and services must be provided."

John Craig, vice president and general manager of the Westinghouse major appliance division, called for manufacturers to close the gap between factory performance and most phases of marketing by upgrading drastically market research, advertising and distribution methods.

James M. Skinner Jr., Philco president, detailed—with figures and huge charts—the chances manufacturers take in the world appliance market. In particular, he saw little future for foreign-imported laundry and limited opportunity for American laundry exports.

Mort Farr, NARDA chairman of the board and only dealer in Boca Raton for the conferences, scored the assembled manufacturers' policies from the dealer standpoint and their failures to conquer what he likes to call their "new frontiers":

1—More productive promotion on automatic washers and not on "obsolete" wringers.

2—More push behind dryers, rather than intramural fuel fights.

3—Meeting the challenge of the great unsold combo market.

4—Putting more steam behind the top-of-the-line models, not leaders.

Homer Travis, Kelvinator vice president of sales, voiced for all of AHLMA strong support for the group's "Guide To Recommended Advertising Practices."

And Travis pointed out that AHLMA took the stand in spite of news reports from Washington indicating that FTC Chairman Paul Rand Dixon is not impressed with the effectiveness of industry-wide agreements, and that he prefers filing of complaints and their prompt followup.

William H. Dennler, G-E major appliance general manager, after confessing he was not an expert in the laundry industry, went on to prove that he was. Dennler blamed all laundry makers—G-E included—for having "conveniently arranged to satisfy only part of the market with the products we think—not know—the consumer wants."

WORLD NEWS ROUND-UP

BONN—MAYTAG'S GOING TO THE CONTINENT with its coin-op laundry equipment. You can already drop shillings or marks into Maytag equipment in London and Frankfurt, where the first laundries have been set up. Maytag expects to appoint distributors for the rest of Western Europe by the middle of the year. (International Coin Laundries, Inc. is handling West Germany, and the James Armstrong Co. is distributor for Great Britain.)

Why the push to Europe? Population is 250 million, larger than the U. S. and Canada combined. European appliance makers don't make commercial laundry equipment. Land-scarce Europeans live in mammoth apartment houses, naturals for coin-op laundry centers. And Europeans are used to buying a large variety of products from coin vending machines. ■

LONDON—DRIVE TO INCREASE APPLIANCE EXPORTS was announced by Associated Electrical Industries, Ltd. Reason for the push is the increasingly saturated home market. British appliance manufacturers think that the U.K.'s production capacity in some items is already too big for the home market, can only be absorbed by more exports. A new management company, A.E.I.-Appliances, will direct business now run through A.E.I.-Hotpoint and A.E.I.-Gala, until now the export subsidiary of A.E.I.-Hotpoint. ■

LONDON—ANOTHER BRITISH MERGER is in the offing, latest in a series concentrating the British radio and TV industry into a few large groups. G-E Ltd. made a \$23.8 million take-over bid for Radio and Allied Ltd., makers of Sobell and McMichael radio and TV. The two concerns now account for about 15% of the U. K. radio and TV market. R and A is planning to break into the domestic appliance market, especially refrigerators. ■

FRANKFURT—APPLIANCE SALES SOARED IN GERMANY, according to the German Market Research Institute. The number of refrigerators in German households has tripled since 1957, the number of washing machines about doubled. But saturation is low: About 40% of households have refrigerators, 28% are equipped with washing machines, 16% have electric kitchen equipment, and 66% have vacuum cleaners. ■

VIENNA—EASTERN EUROPE RADIO AND TV subscribers are on the rise, according to Warsaw and Budapest. Poland says that there are 4,047,000 owners of radio sets, or one set for about each 6.7 people, and 468,000 TV owners, or one set for each 57.6 people. (U.S.: one radio for each three people and one TV for each 4.5.) Hungary added six TV stations between 1958 and 1960, serving 123,621 TV owners. ■

APRIL 24, 1961

Jack Paar is selling DOMINION Hair Dryers...

Are you?

The Jack Paar Show • NBC-TV



Model 1805



Before you buy...be sure to see...Dominion's Seal of Quality
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



QUIET KOOL

FIRST AND FINEST INSTANT INSTALLING AIR CONDITIONER

INSTALLS EASY AS 1 2 3
NO TOOLS NO SITS NO EXTRAS

1 Place on window sill. 2 Pull out right side panels. 3 Enjoy quick, cooling comfort!

Quiet Kool KOOL MOUNT—America's Largest-Selling Instant Installing Air Conditioner—available in all capacities, from 7,000 to 16,000 BTU's, including "power saver" 1 H.P., 115 volt, 7.5 amp. units... yet you can sell from just one model. Write, wire or phone your Emerson distributor today!

*Patent Pending on Sliding Side Panels

Quiet Kool by Emerson Radio
JERSEY CITY 2, N. J.



YOUR personal BUSINESS

Are any of your children married but still attending college? If one is, and if you're contributing more than half of his support, you can get a dependency tax exemption—even if either or both of the couple are working and they have a gross income of \$600 or more. As long as both are full-time students, you can claim an exemption.

One warning: Have them file separate returns. You'll lose your exemption if they file jointly—unless they're filing only to get a refund of taxes withheld on their wages. In that case, you wouldn't sacrifice your exemption.

▲ ▲ ▲

Planning a trip—either on your own or "on" a manufacturer? If you are, don't forget to do some advance just-in-case planning for those medical problems which seem always to crop up when you're away from home. Though you'll probably be within shouting or phoning distance of a doctor most everywhere you go, there's nothing like being prepared.

There's no surefire rule about what to take along in the way of medicines—just as there's no surefire way to stay well. And, of course, general rules don't hold for specific illnesses. But here's a basic list of medical supplies which one physician recommends that you take along while traveling:

- Aspirin—for just about everything. But, remember, if pain is so severe that aspirin will not give relief, you need to see a doctor.
- Vitamins—one for each person per day. A vitamin pill with calcium and other minerals added is preferable. Of course, if you're eating regularly and including all necessary food elements, you won't need vitamins.
- Anti-diarrheal medicine—in powder or pill form (Intromycin) for carrying convenience. Since the exact cause of traveler's disease isn't always known, you shouldn't hesitate in combining this preparation with a broad-spectrum antibiotic, or at least neomycin, if the symptoms persist.
- Antibiotics—in case you run into simple infections. Your doctor will be able to give you directions and cautions about using them.
- Motion sickness medicines—you can also use them for just plain nausea. They come in chewing-gum form for children and for adults who have doubts about keeping a pill down.
- Antihistamines—for allergy sufferers who aren't sure what substances they're going to run into. You can also use antihistaminic drugs as mild sedatives.
- Sleeping pills—a good night's sleep can mean the difference between fun and failure, especially under the excitement of travel. New non-barbiturate sleeping pills are available without a doctor's prescription.
- Water purifier—if you're going into an area where there's doubtful drinking water. A commercial iodine preparation is best. But 10 drops of tincture of iodine mixed well and left in a quart of water for half an hour is as effective as the commercial product. In an emergency, where you can't boil water, use Halazone tablets (as directed on the box), or Clorox or other chlorine bleach (at the rate of five to 10 drops per quart), and allow to stand for about half an hour.
- Skin ointment—a combination one to take care of itching, infections and unexplained rashes (an ointment such as Neo-Cort-Dome).



"Why Harold! I certainly will not tell her that!!"

A DEALER SALESMAN



What To Do If She Tries To Walk Out

The other day in the newspaper I see an interesting item. This paper has made a survey regarding buying habits in this business of ours. Among other things they discover is this tidbit: The chances are only one in three that a shopper will come back to a store after she has left without buying. Now to my way of thinking this is quite a conservative estimate. It is more like 10 or 20 to one that you will never see your walkout again. Competition is that keen nowadays. So how does one bring them back?

Many times you must play it by ear because the walkout comes just when you are sure you have a deal wrapped up. Like this guy who comes into the store one night. He is slightly inebriated. He is looking for a TV although he cannot distinguish between a 17- and a 23-inch screen. I have no trouble making a quick deal, but instead of giving me a deposit this citizen asks that I should call his home so he can speak to his wife. He tells her to hop a cab fast and get down to the store with a 100 bucks deposit on the TV. Fifteen minutes go by and she does not appear. My customer starts getting thirsty. He says he is going out for a drink and will be back. I know I will never see him again if I let him get away. I tell him that I will go with him and buy him a drink as it is my supper break. We come back to the store 20 minutes later in happy spirits and there is my friend's wife tapping her foot impatiently. But he is so overflowing with bounty now when he takes the 100 bucks from his spouse that I wind up with two deals—he decides to buy her a washer also.

One place you lose a lot of walkouts is between the store and the parking meter. That is why I always carry dimes in my pockets. When a customer interrupts my pitch to advise that his time on the meter is up, I cheerfully bounce out and put the dime in the meter for him just so he stays in the store.

You also lose customers between the store and the bank. What I mean is you have a deal wrapped up and when it comes to terms the customer says, "I am going to the bank and get a personal loan because it is cheaper. Then I will come back and pay cash." Then he runs into a competitor on the way to the bank. So I arrange with a bank nearby so that I have a stack of personal loan applications on hand. This lets me take the personal loan application in the store, get a deposit, and have the check mailed to the customer—care of my store, of course, which is where he will be spending it.

Always hit the walkout with something that will bring him back—your lowest price, a special deal, or best of all, extract a small binder. Like this young couple who are taking up loads of my time on a stereo. They like it a lot, but I just can't seem to clinch the deal. They want to think it over. They start to walk out.

I say, "Can you lend me a dollar so I can hold this set for you?"

"I don't have a dollar on me," the young fellow says, "all I got is this souvenir Indian rupee."

"That is quite all right," I reply. "I will take the rupee until you make up your mind."

The kid is so embarrassed that he hands over the coin. That night he comes back to get the rupee, looks at the set again, hands me \$20 and I have a deal. Without that coin from the banks of the Ganges, this would've been just another walkout.

ABOUT THE AUTHOR—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hardworking retail salesman who has problems (and solutions) which he shares here with you.

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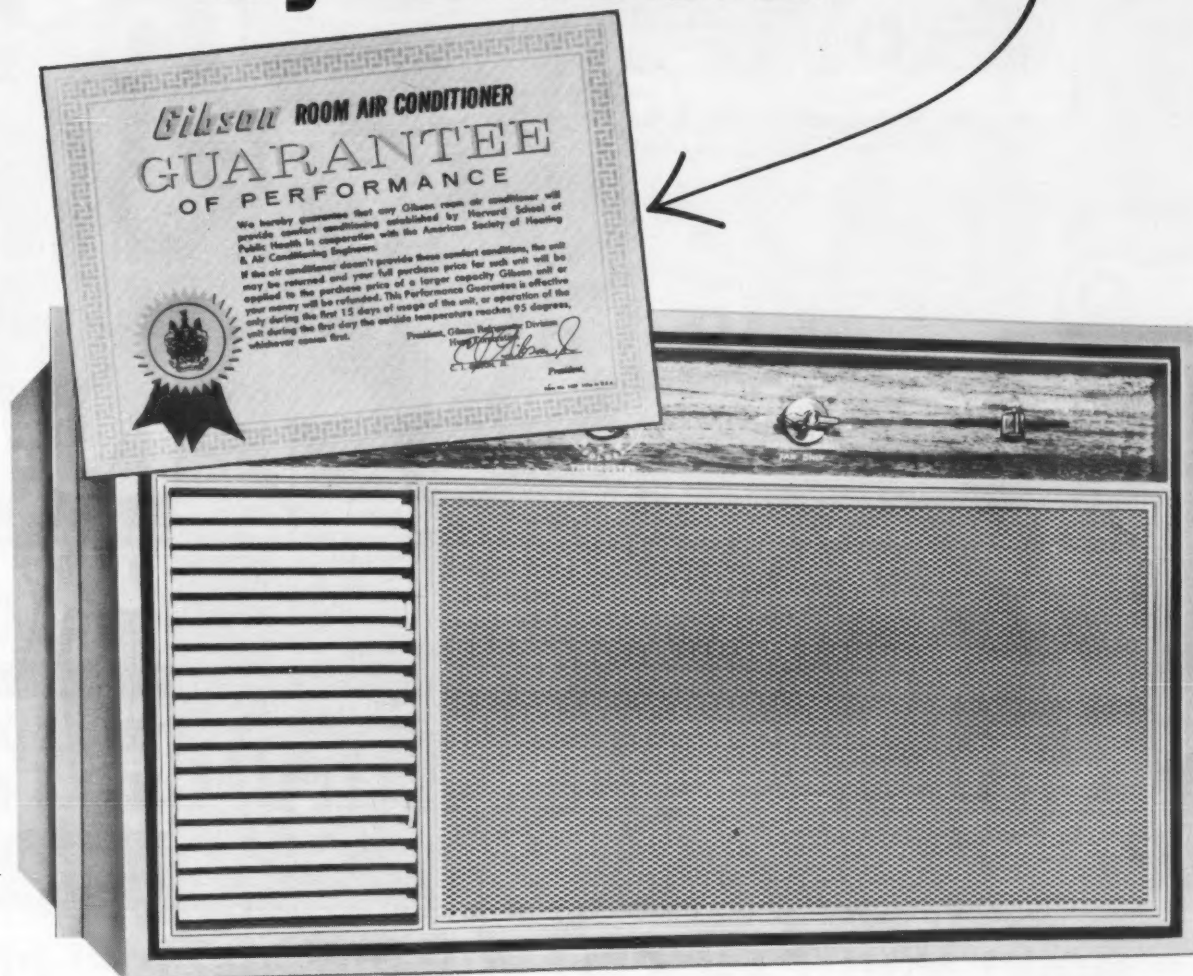
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BOCA RATON

IN THIS PLUSH FLORIDA RESORT some of the most important associations in the appliance industry are meeting—GAMA, AHLMA, NEMA. For more coverage of these important conventions, including pictures, don't miss next week's issue of EM WEEK.

APRIL 24, 1961

customer satisfaction ...guaranteed by Gibson!



PROFIT PLUM!

Nothing builds your business quite like satisfied customers. Now Gibson guarantees that satisfaction with an exclusive Air Conditioner Performance Bond. *Every unit performs to your customer's satisfaction or may be returned.* It's that simple . . . it's that salable!

Every Gibson unit, from the Slumber Master Portable to the full-home cooling Texan, is sold with this exclusive Performance Bond. It's the most convincing reason-why-to-buy you can offer, and it's available only from Gibson!



Gibson portable dehumidifier. A carry-home item that puts plus profits in your pocket. 3 models available, each a profit plum!

you deserve a profit,
get one with... **Gibson**

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation.

REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

NEW! RCA WHIRLPOOL 12 CU. FT. REFRIGERATOR-FREEZER

with exclusive IceMagic®



Model HS-12TCM



...the feature everyone wants at

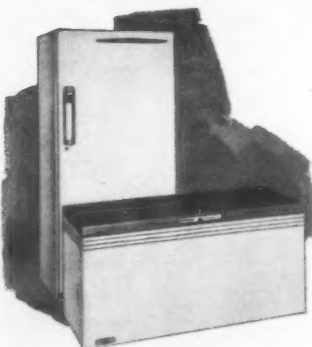
LOWEST PRICE EVER

NOW! YOU CAN SELL THE "PERFECT" COMBINATION



New 12 cu. ft. No-Frost at new low price!

Model HI-12T ends troublesome frost problems forever... because all frost-gathering coils are located outside the food storage areas of both refrigerator and freezer. Practically every other feature women want, too... and smart styling with built-in look.



Complete line of chest and upright freezers

Designed to meet the needs of today's families... with many exclusive features and built-in precision quality to give you a powerful selling story. Both uprights and chests in various capacities.

...today's most-wanted size with today's "most-wanted" feature!

To satisfy the ever-growing demand for this capacity size, and make your selling even easier, we have added one of the top RCA WHIRLPOOL refrigerator-freezer features to the 12 cu. ft. model HS-12TCM... at the lowest price ever! Here's a really-big value with 'most every feature of a fine refrigerator-freezer *plus* the remarkable IceMagic® ice maker that automatically replaces and stores every cube used. A powerful "extra" that swings many a sale! Two other 12 cu. ft. models... HI-12T No-Frost, and low-cost HS-12T with automatic defrost... give you a complete step-up story to cover the wants of this biggest-volume market. Ask your distributor about these big sellers...and all other RCA WHIRLPOOL refrigerator-freezers.

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

1961 ROOM AIR CONDITIONERS

In this section you'll find EM. WEEK'S spec sheets. They'll give you complete data on the 1961 models of 25 leading manufacturers. It's the information you need to buy them—and sell them.

There are many features to look at and consider this year before you order. The spec sheets on the following pages will tell you what each manufacturer can offer—and also give you a direct selling tool. Use them for comparisons, to show your customer the advantages for him of one model over another, and the value of added features.

Here's a summary of the major selling features manufacturers have put in the 1961 lines:

Simplicity is the keynote this year. Manufacturers want to eliminate the costly—and sales retarding—skilled labor required to sell and install room air conditioners. Ultimate goal: Making air conditioners an over-the-counter, mass-market item.

Installation has been simplified in many '61 units with instant mounting devices permanently attached to the unit. They're flexible, socored aluminum side plates that lock into place in seconds. The pieces adjust to the width of the window track, eliminating vibration and rattling.

Manufacturers are showing several casement window units, a few through-the-wall models, and some transom units. But the largest segment of 1961 conditioners are for the simpler sash window installation.

Portables, with instant mounts or do-it-yourself mounting kits are popular in all lines, and popular with consumers. These models are best for fast over-the-counter sales, especially during heat waves.

Cabinets are getting slimmer and smaller every year. New designs in cooling coils, with staggered and rippled tubes and fins have made this year's smaller sizes possible.

It means little or no over-hang on the outside and a unit flush with the window sill on the inside. Straight-line, slimline, and thinline cabinets are featured this year.

New controls will be big selling tools this year. Some 1961 models have new timer clocks that can be set to turn the unit on or off automatically, and at a pre-determined time. Two companies have also added remote controls that make it possible to turn the unit on or off from any place in the room.

Thermostatic temperature controls have been put on many models. The user selects a temperature and sets it once; the control will automatically turn the conditioner on and off to maintain the setting.

Most models have 2 fan speeds, a heavy duty daytime

speed and a slow, quieter speed for nighttime. Some top of the line models have additional intermediate speeds available.

Dials and pushbuttons are popular. Fresh air intake, exhaust and room ventilation are controlled with a twist of a dial or the flick of a button.

Quiet operation is a big selling feature. Air silencing chambers, special noise deadening materials, mufflers and rubber mountings are some of the noise retarders in top brands this year. Front panels have been re-designed for quieter operation. And one manufacturer is offering a low noise slumber series, especially designed for bedrooms.

Humidity can be more uncomfortable than heat. So units which remove moisture while they cool have good sales appeal. The charts show that most manufacturers are aware of the humidity problem, and are offering varying degrees of humidity control.

Filters have as much diversity as cabinet fronts. There are hygienic filters, chemically treated, washable germicidal filters, and electrically charged filters to replace negative ions in the air. They're made of fiber, aluminum, plastic sponge, or charcoal. Some can be discarded when they wear out, while others can be washed and used over and over.

Reverse cycle units become more popular each year, especially in areas where cold nights make a heat source desirable, but which are no cold enough to need a full-scale heating system.

Some models use the heat pump principal. The refrigerant cycle is reversed to blow warm air into the room on chilly days. In this type, the heat comes from the refrigerant only.

Where more heat is needed, units are available with auxiliary electric heating elements. These turn on automatically when outside temperatures drop to a pre-set level. When the auxiliaries go on, the reverse cycle operation stops.

Voltage and amperage have a complete selection in all 1961 lines. There are units for heavy duty (203/280 volts) current as well as models for regular 115 volt house current. Amperages range from $7\frac{1}{2}$ to 12 amps, with $7\frac{1}{2}$ the most popular for 115 volt use, since these models draw only half of the total volts provided by a single 115 volt line.

Turn the page for a complete breakdown on the models you'll be selling this year.

EM WEEK EXCLUSIVE: 1961 Room Air Conditioner Specifications

MODEL NOS.	SERIES	TYPE INSTALLATION		COOLING CAPACITIES		CONTROLS		FAN SPEEDS	MOISTURE REMOVAL PTS. PER HR.	VOLTS	AMPS.	FILTER TYPE	REVERSE CYCLE DATA	MOUNTING KIT		WEIGHT NET LBS	OTHER FEATURES	RETAIL PRICE
		THRU-CASE-TRANS	WINDOW WALL MENT	H.P.	CFM	NO.	LOCATION							FUNCTION	STANDARD OR			
301AC7	Ruler Supreme			1 HP	6600BTU	200	375	Thermostat; On-Off	1	1.8	110/115	7.5		Flex-O-Mnt		11-31/32"	110 lbs.	Open
401AC7	Ruler Supreme			1 HP	7000BTU	200	375	Thermostat; 5 Pos. Comfort	1	1.8	110/115	7.5		Flex-O-Mnt		11-31/32"	115	\$199.95
441AC7	Ruler Imperial			1 HP	7000BTU	200	375			1.8	110/115	7.5		Flex-O-Mnt		12-3/16"	116	219.95
441AC12	Ruler Imperial			1 HP	8200BTU	230	520		2	2.0	110/115	11.5		Flex-O-Mnt		12-3/16"	122	229.95
501AC12	Coronet Supreme			1 HP	9500BTU	300	650			2.2	115	12.0				17"	150	239.95
501AC238	Coronet Supreme	X		1 HP	10,000 "	300	680	Thermostat; 6 Pos. Comfort	2	2.3	208/230	8.0		Standard		17"	152	229.95
801AC23	Royal Supreme			1 HP	12,000 "	380	820			2.8	230	9.8		Do-It-Yourself		22-1/2"	178	259.95
901AC23	Royal Supreme			2 HP	18,000 "	410	1200			5.2	230	12.0				22-1/2"	220	299.95
991AC23	Royal Imperial			2 HP	18,000 "	410	1200	Thermostat; 13 Pos. Comfort	3	5.2	230	12.0				22-1/2"	225	329.95
991AC23SR	Royal Son-R Imperial			2 HP	18,000 "	410	1200	Thermostat; 13 Pos. Comfort	(1) 4	5.2	230	12.0				22-1/2"	227	399.95
C10-11	Casement	X		6,000	230			Operation Temp. Vent	3	1.4				Windw Standard		12-5/8"	125	(Notes) (1)
C10-12	Casement	X		7,700	250			Operation Temp. Vent	3	2.2				Windw Standard		12-5/8"	130	(1)
S10-11	Power King Imperial			7,000	240					1.95	115	7.5				12-5/8"	120	(3, 4, 5)
S11-11	Power King Imperial			7,000	240					1.95	115	7.5				12-5/8"	120	(2, 3, 4, 5)
S11-12	Power King Imperial			8,800						2.6	12	12				12-5/8"	125	(3, 4, 5)
S11-124	Power King Imperial			8,800						2.6	12	12				12-5/8"	125	(2, 3, 4, 5)
S10-124	Power King Imperial			8,500						2.5	230	7.5				16"	130	(3, 4, 5)
S10-13	Power King Imperial			9,800						3.0	230	8.5				130	130	(3, 4, 5)
S10-18	Power King Imperial			9,800						3.0	230	8.5				130	130	(3, 4, 5)
S11-13	Power King Imperial	X		12,000	400			Vent, Speed Cool, Temp.		3.6	230	9.0**		Windw Standard Optional Wall		25-3/4"	130	(2, 3, 4, 5)
H12-132	Power King			14,000	410				4	3.65	230	9.5				180	(3, 4, 5)	
H15-13	Power King			14,000	410					3.65	230	10.5				170	(3, 4, 5)	
H20-13	Power King			16,000	435					5.0	230	10.0				170	(3, 4, 5)	
H21-13	Power King			18,000	510					5.54	230	12.5				170	(3, 4, 5)	
H21-18	Power King			18,000	510					5.54	230	15.0				170	(3, 4, 5)	
H25-13	Titan			23,000	625			Power Temp. Vent Exhaust		6.0	230	13.0		Windw Standard		26-1/2"	320	
H25-18	Titan			23,000	625					6.0	230	16.0				20-7/8"	320	
H31-16	Titan			28,000	650					9.0	230	17.0				26-1/2"	370	
H31-18	Titan			28,000	650					9.0	230	20.0				26-1/2"	370	
100CA2R	Compact	X		6,600	230			Top of Unit	2	2.0	115	9.5		Csmt Standard		14-1/2"	100	
100LC2R	Compact			7,000	230			Top Front	1	2.0	115	7.5		Std Standard			100	
107C2R	Compact			7,000	230			Thermostat Control for Thermostat		2.0	115	7.5		Insint Optional			110	
108C2R	Compact			8,100	240					2.5	115	9.5					115	
100C2R	Compact			9,000	240					2.7	115	12.0					115	
100C3R	Compact			9,000	240					2.7	230	6.0					115	
100C8R	Compact			9,000	240					2.7	230	6.2					115	
100C8RH	Compact			9,000	240					2.7	230	6.2					115	
100C2RH	Compact			9,000	230					2.0	115	7.5		Std Standard Optional		13-1/4"	120	
100C3RH	Compact			9,000	240					2.7	115	12.0					120	
100C8RH	Compact	X		9,000	240					2.7	230	6.0					120	
100C8RH	Compact			9,000	240					2.7	230	6.2					120	
150C3R	Compact			13,000	325				2	4.1	230	10.0				25"	165	
150C8R	Compact			13,000	325					4.1	230	10.5					165	
200C3R	Compact			15,200	355					4.7	230	12.0					170	
200C8R	Compact			15,200	355					4.7	230	12.0					170	
150C3RH	Compact			13,000	325			Front		4.1	230	10.0		Auto. Standard		20"	168	
200C3RH	Compact	X		15,200	355					4.7	230	12.0					173	
150C8RH	Compact			13,000	325					4.1	230	10.5		Rev. Cy. Rev. Cy.		15"	168	
200C3RH	Compact			15,200	355					4.7	230	12.0		Rev. Cy. Rev. Cy.		28"	173	
200C8RH	Compact			15,200	355					4.7	230	12.0					180	
100A3R	Air Command			12,200	325					4.0	230	9.0					180	
100A8R	Air Command			12,200	325					4.0	230	10.0					182	
150A3R	Air Command			14,600	380					4.8	230	10.0					182	
150A8R	Air Command			14,600	380					4.8	230	11.0					190	
200A3R	Air Command			18,000	380					6.5	230	12.0		Removable		20"	240	
250A3R	Air Command			23,000	600					8.0	230	13.75		Std		26-1/2"	240	
100A3RH	Year Around			12,200	325				4					Removable Reverse Cycl		28"	185	Aux. Heat 1800 Watts
150A3RH	Year Around			14,600	380				2	4.0	230	9.0		Auto. Auto.		25"	185	Aux. Heat 1500 Watts

NEMA Rating

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Model No.	Series	Window	Case	Transom	Installation	Capacity H.P. CFM	Size Sq. Ft.	No.	Location	Controls	Function	Fan	Moisture Removal P.T.S. Per Hr.	Volts	AMPS	Filter Type	Reverse Cycle	Mounting Kit	Cabinet Dim. High Wide Deep	Weight Net Lbs.	Other Features	Retail Price		
200A3RH	Year Around	X				18,000	380	4	Front	Control Therm.	Control Therm.	2	6.5	230	12.0	Permanent	Reverse Cvc.	Auto	Standard	15"	25"	28"	186	Aux. Heat 1250 Watts
250A3RH	Year Around					23,000	600	3		Control Therm.	Control Therm.	3	8.0	230	13.75	Permanent	Reversible Heat Pump	Std.	Standard	20"	26-1/2"	30-1/2"	240	
51AE4	Portable					5,600	165	1	Top	Off-On and Temp.	Off-On and Temp.	1	1.3 (1)	115	10.0	Washable Aluminum	Reversible Heat Pump	Wing Panel	Optional	16-1/2"	22"	11"	74	
51HA0701	Seapire					7,000	265						1.5	115	7.5		Staight Cooling						115	
51HA0901	Seapire					9,000	265						2.7	115	12.0		Staight Cooling						115	
51HA0963	Seapire					9,600	275						2.5	230	7.2		Staight Cooling						115	
51HA0962	Seapire					9,600	275	2					2.5	208	8.0		Staight Cooling						115	
51HB0801	Seapire					8,000	250	1					2.3	115	12.0		Heat Pump 7,600 BTU	Slide-In Cradle Mount					120	
51HB0863	Seapire					8,600	235						2.5	230	7.1		Heat Pump 8,100 BTU						120	
51HC0963	Cavaliar					9,600	275	1					2.5	230	8.0								115	
51JA0851	Viscount					8,500	280						2.2	115	7.5								115	
51JA1101	Viscount	X	X			11,000		2	Front	Off-On Temp. Fan Speed	Off-On Temp. Fan Speed	2	2.5	115	12.0	Disposable	Staight Cooling		Standard	16"	26-1/2"			
51JA1303	Viscount					13,000							4.0	230	7.9								190	
51JA1302	Viscount					13,000							4.0	208	8.8									
51JA1503	Viscount					15,000	350						4.5	230	10.3									
51JA1502	Viscount					15,000		2					4.5	208	11.4									
51JB1403	Viscount					14,000							4.2	230	12.0									
51CC2003	Imperial					20,000	470						6.5	230	13.6								200	
51CC2002	Imperial					20,000	470						6.5	208	15.0								210	
51CC1803	Imperial					18,000	470						6.5	230	13.6								210	
71E	Roomette					9,700	350						2.5	115	13.4								220	
CP5C17	Portable	X				4,200		1	F.T.R.								Staight Cooling			28-3/8"	15"	28-1/4"	195	
377	Powerette		X			4,000	200	2	T.R.											12"	16"	16"	74	
378	Powerette		X			6,000	200	2	T.R.											10-3/4"	14-1/2"	22-3/4"	85	
579	Compact					6,000	240	1	F.T.R.											10-3/4"	14-1/2"	22-3/4"	95	
5710	Compact					6,700	240	3	F.T.R.											14"	23"	16-3/4"	115	
5110	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	115	
5110R	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	119	
5210-8	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	121	
5112	Custom-Aire					10,000	300													14"	23"	16-3/4"	119	
5212-8	Custom-Aire	X				10,200	300													15-3/4"	20"	20"	157	
5212R	Custom-Aire					10,200	300													15-3/4"	20"	20"	176	
5215-8	Custom-Aire					13,200	325		F.T.L.											Optnl (2)	20"	20"	180	
5219	Custom-Aire					14,200	360	2												15-3/4"	20"	20"	183	
5220-8	Custom-Aire					16,700	360													17-3/4"	26-3/8"	29-5/8"	215	
5220R	Custom-Aire					16,700	360													17-3/4"	29-5/8"	29-5/8"	233	
5225-8	Custom-Aire					19,100	425													17-3/4"	29-5/8"	29-5/8"	236	
5225R	Custom-Aire					19,100	425													17-3/4"	29-5/8"	29-5/8"	236	
EP50C17	Portable	X				4,200		1	F.T.R.											12"	16"	16"	74	
477	Powerette		X			4,000	200	2	T.R.											10-3/4"	14-1/2"	22-3/4"	85	
487	Powerette		X			6,000	200	2	T.R.											10-3/4"	14-1/2"	22-3/4"	95	
697	Compact					6,000	240	1	F.T.R.											14"	23"	16-3/4"	115	
6107	Compact					6,700	240	3	F.T.R.											14"	23"	16-3/4"	115	
6101	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	119	
6101	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	121	
6102-8	Compact					8,600	240	3	F.T.R.											14"	23"	16-3/4"	119	
6121	Imperial	X				10,000	300													15-3/4"	20"	20"	157	
6122-8	Imperial					10,200	300													15-3/4"	20"	20"	176	
6122	Imperial					10,200	300													15-3/4"	20"	20"	180	
6152-8	Imperial					13,200	325													Optnl (2)	20"	20"	183	
6192	Imperial					14,200	360	2	F.T.L.											17-3/4"	26-3/8"	29-5/8"	215	
6202-8	Imperial					16,700	360													17-3/4"	29-5/8"	29-5/8"	233	
6202R	Imperial					16,700	360													17-3/4"	29-5/8"	29-5/8"	236	
6252-8	Imperial					19,100	425													17-3/4"	29-5/8"	29-5/8"	236	
6252R	Imperial					19,100	425													17-3/4"	29-5/8"	29-5/8"	236	
AC10-15-LT-2	Custom					5,500	160/135	3					1.7	115	7.5					12-1/2"	17-3/4"	15-3/4"	88	\$249.95
AC10-15T-2	Custom					8,500	250/200						2.0	115	12.0					15-9/32"	23-1/8"	18-3/16"	137	\$289.95
AC10-30T-2	Custom					8,500	250/200						2.0	230	7.0					15-9/32"	23-1/8"	18-3/16"	137	\$289.95
AC15-30T-1	Custom					12,000	340/285						3.8	230	10.0					17-15/16"	23-1/8"	23-15/16"	197	\$349.95

Notes:
1) Scotttan filter treated with thuran
2) with Jiffy Mount
Model 697, w/cradle mount, 487
3) Lectrofilter, optional
Model 5121, without Lectro-
filter Model 4121
"Southview"
The Emerson Electric Mfg. Co.,
1118 Florissant Av.,
St. Louis 36

Key:
F - Front
T - Top
R - Right
L - Left

"Thos. A. Edison"
Edison Div., Thos. A.
McGraw-Edison Co.,
Albion, Mich.

"Coolerette"
Coolerette Div., Thos. A.
McGraw-Edison Co.,
704 N. Clark St.,
Albion, Mich.

(1) When used as de-
humidifier, moisture
removal per 24 hrs
is 65 pbs.

*NEMA Rating

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MODEL NOS.	SERIES	TYPE INSTALLATION		COOLING CAPACITIES		CONTROLS		FAN SPEEDS	MOISTURE REMOVAL P.TS. PER HR.	VOLTS	AMPS.	FILTER TYPE	REVERSE CYCLE DATA	STANDARD OR TYPE OPTIONAL	CABINET DIM.			WEIGHT NET LBS.	OTHER FEATURES	RETAIL PRICE
		THRU-WALL	WINDOW	RM. SIZE SQ. FT.	NO. LOCATIONS	FUNCTION	CFM								BTU'S	HT.	WIDE			
Emerson Electric (Cont'd)	AC10-30TR-1	Ous. Builder	X	X	11000-C	300/270	4	Front	T, MC, FA-E, LD	2	3.2	230	8.9		17-1/16"	27-1/8"	25-3/32"	165		399.95
Key	AC20-30T-2	Custom	X	X	10200-H	375/325	2			5.8	12.0				17-15/16"	23-1/8"	23-15/16"	205		399.95
T-Thermostat	AC25-30T-1	Ous. Builder	X	X	22000	470/390	6.8			15.0					16-5/8"	28"	34"	302		495.95
MC-Master Control	AC20-30TR-1	Ous. Builder	X	X	15000-C	350/300	4.5			10.0			Heat Pump		15-3/4"	26"	22"	215		479.95
FA-E-Fresh air exchist	AC10-15-L T2-1	Electron	X	X	10200-H	230/180	2.1			115	7.5			Notes (2)	15-5/8"	24"	19-5/8"	135		399.95
LD-Lower direction	7A9C	Convertible Casement	X	X	1 HP	7,000	220	2		115	9.5				10-5/8"	14-1/2"	26-1/4"	95		
I-Neg. Ion gen'r. Seltz	7A7A	"Kool-Mount"	X	X	1 HP	7,000	200			115	7.5			(3)			16"	112		
"Quiet Kool"	8A1A	"Kool-Mount"	X	X	1 HP	8,500	260			115	12.0			(3)			16"	115		
Emera Radio & Phone Corp., 14th & Coles Sts., Jersey City, 2	10A2A (1)	"Kool-Mount"	X	X	1 HP	10,000	300			230	9.5			(3)	Standard		16"	120		
Notes	10A1A	"Kool-Mount"	X	X	1 HP	10,000	300	7	Front Panel	All	2.5	115	12.0	(3)			23-7/8"	135		
(1) also avail for 208 v optn as modis 1048A, 13A8A & 16A8W respec	13A2A (1)	"Kool-Mount"	X	X	1 1/2 HP	13,000	320			230	9.5			(3)	Frame		23-7/8"	145		
(2) Mod 7A9C provided w/built-in brackets to fit casement windows. Qut. kit avail to convert to convent. mt in dubl hng windows	16A2W (1)	"Kool-Mount"	X	X	2 HP	16,000	380			230	11.8			(3)	Optional		23-7/8"	150		
(3) These models provided with rigid built-in side panels for instant installation.	8A1AR	"Kool-Mount"	X	X	1 HP	8,200	260			115	12.0		8,500 BTU	(3)	Standard		16"	115		
"Feddars"	10A2AR	"Kool-Mount"	X	X	1 HP	9,500	300			230	9.0		10,000 BTU	(3)	Standard		16"	120		
Feddars Corp. 5801 Grand Ave., Maspeth 78, N.Y.	77S-2F		X	X	7,000	250	500	2	Front		2.5	230	9.0		"77-seconds in-stallation" (1)		14-1/2"	104		
	77D-2F		X	X	8,000	275	575	2	Front		2.3	115	10		"77-seconds in-stallation" (1)		14-1/2"	104		
	77D-3F/5F		X	X	8,500	275	575	2	Front	Thermostat	2.3	230/208 7 1/2	7 1/2				14-1/2"	104		
	77C-2F		X	X	7,000	225	500	2	Front	Weather-wheel	1.7	230	9 1/2				14-1/2"	102		
	11S-2TF	Climatimer	X	X	7,500	260	500	4		Fresh Air & Therm. Exhaust & Timer	2.4	115	12		60 sec. instal. (1)		24-1/2"	75		
	11D-2TF	Climatimer	X	X	8,500	280	575	4			2.9	115	12		"77-seconds in-stallation" (1)		17"	143		
	12D-2TF	Climatimer	X	X	10,000	340	700	4			2.4	115	12				17"	140		
	11S-2F		X	X	7,500	260	500				2.9	115	12				14"	140		
	11D-2F		X	X	280	600	12				2.4	115	12				14"	137		
	12D-2F		X	X	9,500	340	700				2.9	115	12				17"	174		
	12D-3E		X	X	310	680	3			Thermostat, Fresh Air & Exhaust	2.8	230/208 7.8	7.8		"77-seconds in-stallation" (2)		14"	139		
	12S-2E		X	X	300	650	3				2.6	115	7 1/2		Do-It-Yourself Standard		17"	182		
	12S-2F		X	X	9,000	300	650			Thrm. Fresh Air & Exhst. Timer	2.6	115	7 1/2		77 sec. inst. (2)		17"	182		
	12D-3TE/5TE	Climatimer	X	X	10,000	310	680	4				230/208 9 1/2	9 1/2		Do-It-Yourself Standard		17"	142		
	13D-3E/5E		X	X	10,000	350	880	3			2.8	230/208 9 1/2	9 1/2		Do-It-Yrslf. Stand.		14"	174		
	15D-3E/5E		X	X	12,000	350	880	3	Front	" (no timer)	3.6	230/208 9 1/2	9 1/2				17"	174		
	15C-3E/5E		X	X	13,500	370	950	4		" plus voltage capacitor	3.6	230/208 9 1/2	9 1/2				17"	174		
	16D-2E		X	X	12,000	340	840	3		Therm. Fresh Air & Exhaust	3.7	230/208 8 1/2	8 1/2				17"	185		
	16C-3E/5E		X	X	340	720	3			Thrm. Fresh Air & Exhaust Inc Volt Capctr	3.5	115	12				17"	280		
	18C-3E/5E		X	X	18,000	425	1460	4		Regular	3	5.4	230/208 10.9	10.9			17"	185		
	20D-3E/5E		X	X	320	900	3			" plus volt cap.	3.75	115	9.4		Standard		24"	214		
	20E-3E/5E		X	X	450	1180	4			Regular	3	4.8	12				17"	174		
	21D-3E/5E		X	X	380	1020	3			Regular	2	4.1	10 1/2				17"	196		
	25D-3E/5E		X	X	450	1180	3			Regular plus Voltage Capctr.	2	4.8	230/208 12	12			17"	186		
	26D-3E/5E		X	X	18,500	425	1410	3			2	5.3	13.5				17"	196		
	27C-3E/5E		X	X	20,000	525	1500	4			3	5.8	14				24"	235		
	12Df S-3E/5E	Four Seasons	X	X	310	680	4				2.8	8					24"	217		
	15F-3E/5E	Four Seasons	X	X	12,000	340	880	3			3.6	230/208 7.8	7.8		WeatherRobot heat pump (3)		14"	142		
	11Dh-2F	Heat Pump	X	X	260	500	3			Regular	2	115	7 1/2		" (4)		17"	189		
	12Dh-3E/5E	Heat Pump	X	X	300	670	3				2.75	230/208 7.8	7.8		77 secs. install. Standard		14"	137		
	16Dh-2E	Heat Pump	X	X	340	800	3				3.5	115	12		" (5)		17"	175		
	16Dh-3E/5E	Heat Pump	X	X	340	800	3				3	230/208 9.8	9.8		" (5)		17"	171		
	20Dh-3E/5E	Heat Pump	X	X	350	880	3				3.6	230/208 10.4	10.4		" (5)		17"	189		
	1S071		X	X	8,200	325	1100	1110			1.0	115	8.6				26-3/8"	161		
Friedrich Inc. 1117 E. Commerce St. San Antonio 5, Texas	1S081		X	X	10,200	325	1110	1110			1.8	115	11.9				26-3/8"	161		
	1S122		X	X	13,100	325	1110	1110			3.4	115	8.2				26-3/8"	185		
	1S182		X	X	18,400	600	1090	1090			3.2	107	10.7				26-3/8"	247		
	1S242		X	X	23,900	570	1090	1090			5.7	14.2					32-1/2"	250		
	1Y122		X	X	13,000	310	1110	1110	L. Front		3.4	230	8.2/14.0				26-3/8"	197		
	1Y182		X	X	17,800	575	1090	1090			3.2		10.7/16.3				26-3/8"	252		
Note																				
(1) ratings at 45 deg F & .35 deg F ambient esp (70 deg F rm temp)																				

how to sell room air conditioners



We publish this special report on room air conditioning with pride. We've been working on it for over four months. Almost every major manufacturer has been contacted for assistance, dozens of dealer calls have been made and almost the entire EM Week staff has had some part in the preparation of the final product. Gordon Williams, assistant midwest editor, was in charge of the project. During the preparation stage, Williams travelled over 5,000 miles in his search for information.

Air Conditioning's 10-Year History: Up and Down

A look at room air conditioning's 10-year history as a mass market product gives a clue to the state of the industry today.

During the past decade:

Annual sales climbed from 237,500 in 1951 to a peak of 1,828,000 in 1956, then slipped back to the present level of between 1.5 and 1.7 million units.

Dollar volume rose from \$80,393,000 in 1951 to a peak of \$534,800,000 in 1956, then declined in each of the four succeeding years.

Saturation stood at —1% in 1951, rose to 7.6% in

1956, but had only climbed to 15.1% by the close of 1960.

The summation: Room air conditioning got off the ground with a rush in 1951, reached its peak in 1956 and has followed a staggered — but generally downward—sales curve since. This pattern is not unusual in the appliance industry.

Most products have followed similar curves — but with this difference. Few other products have peaked until their market was nearly saturated. Television, for instance, reached its peak in 1956, but only after saturation reached 75% to 80%.

Room air conditioning reached its peak in 1956

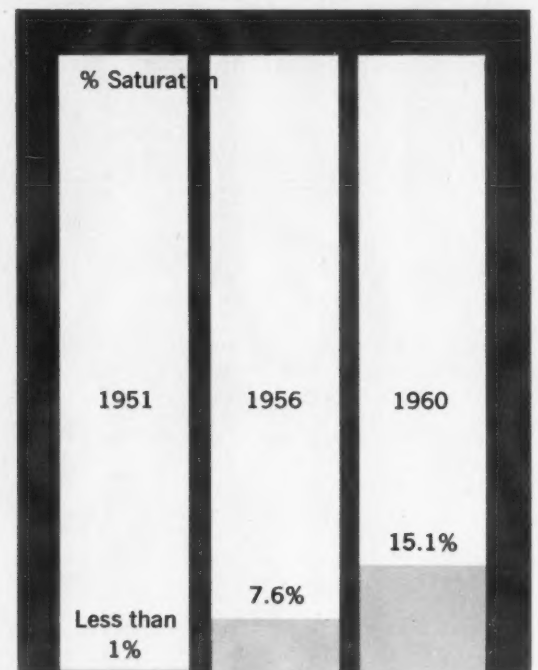
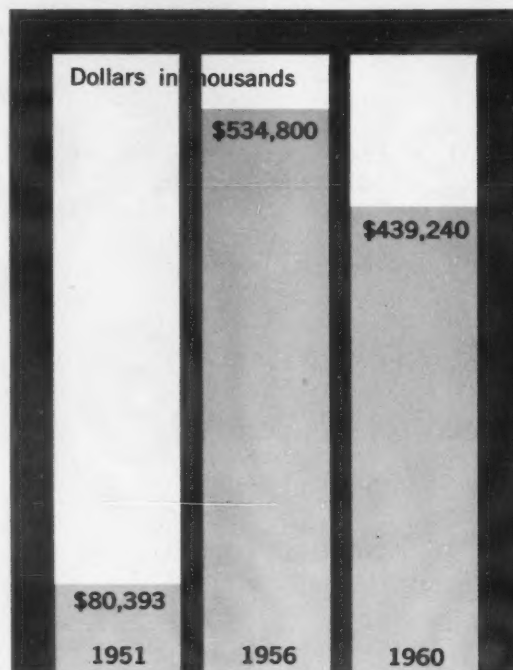
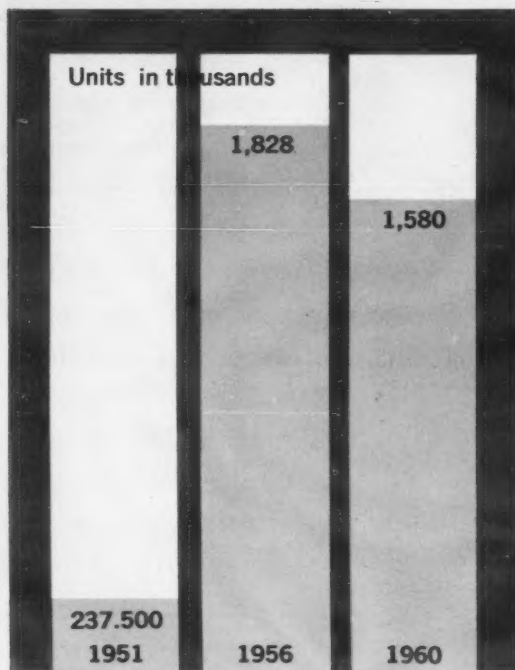
with saturation at just about 10%.

Clearly, then, this is an industry with problems.

BUT WHAT ARE THE PROBLEMS?

Weather ranks as number one. It's true that nothing can kill a selling season as quickly — or as completely — as cold weather. The summer of 1958 was generally warm; sales jumped to 1,673,000 units, despite a severe recession. But 1959 was cooler and sales dropped back to 1,660,300 units. Last summer, the weather was even cooler. The result: sales again declined, this time to a five-year low of 1,580,000 units.

ROOM AIR CONDITIONING: THE BEGINNING, THE PEAK, THE PRESENT



That "weather dictates sales" is the industry's number one truism — and one that's hard to find fault with. But there are other problems, too. Every industry executive can come up with a half-dozen. These are some of the most frequently mentioned ones:

Salesmen don't know how to sell air conditioning. Because this is a seasonal product — with a short season — few salesmen get the exposure to air conditioning they do to other products. Hence, few can do the selling job on air conditioning they can on TV or white goods.

Air conditioning is a luxury to most customers. The type of customer who buys room air conditioning — the well-paid, married, home-owning managerial or professional class man—reflects this. What's needed, then, is a massive campaign to change the popular concept of air conditioning from a luxury to a necessity.

Consumer confusion. Customers don't know how air conditioning works and are still a little afraid of it. Adding to this confusion is the wide variety of ratings which are in use: ton, horsepower, Btu, sunload, etc. Also, they believe that air conditioning will entail a massive rewiring job in the home.

Relative newness of the product, especially in the north. It's hard to classify a 10-year-old product as "new," but many industry people regard newness as a stumbling block to sales.

Overemphasis on price in advertising and selling, coupled with a failure to promote the benefits which air conditioning offers.

Increased competition with other products and services for a limited number of consumer dollars. Boats, vacations, hobbies, plus television, stereo and appliances all compete for consumer attention. This competition began in earnest perhaps 10 years ago — just when room air conditioning first came on the scene.

This is by no means a complete list. But, industry leaders list these as the most crucial problems room air conditioning faces as it moves into its second decade.

HOW THE MARKET HAS CHANGED

First of all room air conditioning is no longer exclusively a product for southern use. Saturation levels remain highest in the south, of course, but the nation's top market last year was Manhattan; with Philadelphia second; Washington, D.C., third; Chicago, fourth; and Brooklyn, fifth. The top southern cities are Miami, in eighth place and Houston in ninth.

The selling season has grown longer. Air conditioning remains a seasonal item with May 1 to July 31 as the top selling months. But more sales are being made before and after that three-month period.

Units have grown smaller, more compact, quieter in operation and with more features than the units of a decade ago. Prices have declined sharply and are certainly likely to decline still more.

Fewer names remain in the room air conditioner field. Mitchell and the Cory Fresh'nd Aire line have vanished from the scene. Vernado survives, but under new ownership.

This is room air conditioner after a decade; problems, changes—but still plenty of opportunity.

WHAT IS THE MARKET'S POTENTIAL?

Ideally, it is a market almost without limit. And, as the saturation level of 15.1% indicates, it is a market which still remains to be tapped.

These are the specifics:

There are 52 million wired homes in America today. Every one of these wired homes is a customer for at least one room air conditioner.

There is the tremendous multi-unit market, which some day may see two, three or even four room units in every home. Nearly 25% of all air conditioned homes today have more than a single unit. As the concept of full-house cooling with room units spreads, that percentage can be expected to climb sharply.

There is the vast commercial market. Just half of the stores, offices, hotels and motels and institu-

tions in this country are air conditioned. Is this a market for room air conditioning? Definitely yes! Of the commercial operations which are air conditioned, about two-thirds use room units.

New construction—both residential and commercial — will add to already vast potential market. Every new home, apartment or office building, hotel, motel, store, factory, institution built in America in coming years will represent additional customers for room air conditioning.

Product advances—some of them already here, others still in the experimental stage — will win new friends for room air conditioning.

Witness the amazing growth of the reverse cycle heat pump over the past five years. This unit provides cooling in summer and heat in winter. Within another five years, as smaller, more powerful compression systems are perfected, the heat pump may be capable of providing full summer cooling and full winter heat to homes in both the north and south.

Gas air conditioning will bring increased sales in many still-untapped markets.

Within a decade, thermoelectricity may lead to a room air conditioning which offers completely silent operation, no moving parts and almost infinite life. Prototype thermoelectric coolers have already been shown.

Fuel cells and the infant science of solid state physics may bring new types of room units undreamed of today.

"I see a room air conditioner market of 100 million units," one factory product manager says seriously.

Other industry leaders make these additional predictions:

Room unit sales will soon hit three million units per year.

Saturation, which has climbed from 1% to 15.1% over the past decade, will reach 40% to 50% by 1970. Eventually, it should reach the 98% saturation level achieved by refrigerators.

This is the vast, largely untapped market for room air conditioning.

Here's how to sell that market.

How Air Conditioners Change Room Climate

What is air conditioning?

Before trying to sell room air conditioning, you should have a good idea of how it works.

In its simplest form, an air conditioner is a heat transfer machine. It removes heat from where it is not wanted — indoors — and disposes of it at a place where it makes no difference — outdoors.

Or, think of a room air conditioner as a refrigerator with its cold zone on the outside. Both run on the same principle — the transfer of heat.

The complete air conditioning system includes an evaporator or cooling coil which is located inside the room and a compressor, a condenser coil and a capillary tube which are normally located outside.

Heat — what we're trying to get rid of — can only be transferred to something colder. In air conditioning, the "something colder" is Freon, a chemical which boils at from 20 to 40 degrees below zero.

Freon is normally a gas. When stored under pressure in a tightly sealed container, it becomes a liquid. If the pressure is released, Freon begins to boil (at about -40 degrees) and the rapid evaporation makes the sides of the container freezing cold. If the evaporation takes place in a coil, the cold Freon will pick up heat from the warmer room air.

This is just what happens in the cooling coils of a room unit. The blower fan draws warm air from the room to the coils. Cold Freon passing through the cooling coils picks up the room heat and carries it away. The cool air is then directed back into the room.

When humid room air is cooled, moisture is deposited on the cooling coils. This moisture drips away. It then is carried to the slinger ring which

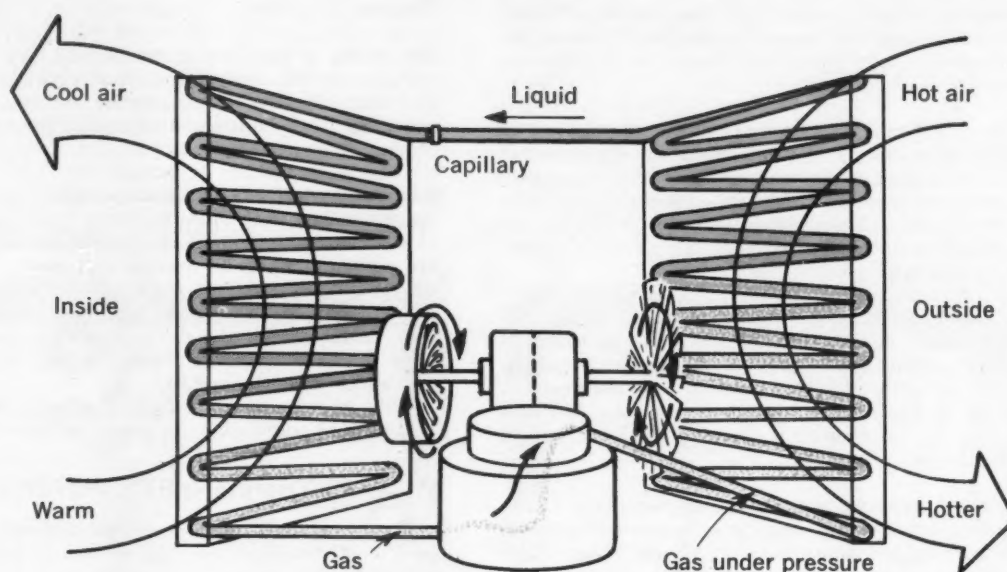
hurls it over the surface of the condenser where it is vaporized.

Since Freon must be used over and over again, it is cycled through a simple pump called the compressor. The downward stroke of the pump's piston pulls the Freon vapor into the compressor. The upward stroke tightly compresses the Freon again, causing its temperature to rise.

The hot (140 degrees), compressed Freon then passes through the condenser coils which are located outside the room. Since the Freon is much

hotter than the outdoor air, this outdoor air can be used to carry away the heat. To speed the heat exchange, the condenser coils are finned to increase their surface area. Once the heat is removed, the gas condenses back into a liquid again, much as steam condenses when a radiator is cooled.

The compressed liquid then passes through a small tube called the capillary tube which meters the flow of Freon back into the evaporator or cooling coils. And the heat transfer cycle begins again.



Sell Air Conditioning All Year Long With This EM Week Six-Point Program

This is EM WEEK's Year-Round Air Conditioner Sales Program.

It was developed through interviews with factory executives, distributors and successful dealers throughout the country.

The EM WEEK program divides your air conditioner year into six separate periods. It tells you what to do, how to do it and how to get the most out of your air conditioner budget during each of these periods. By following the EM WEEK program, you can develop your own Year-Round Air Conditioning program; the one best suited to your needs and your market.

Dates used in this sample program are for the northern third of the United States, where May, June and July are the peak selling months.

Dealers in other areas of the country can easily adjust the program to meet their own specific situations.

This EM WEEK Year-Round Program has worked for many of the nation's top air conditioning dealers. Here is how it can work for you:

1. JANUARY TO MARCH

This is your off-season period. Customers generally don't think about air conditioning during this period, but they can be sold. Spend 5% of your air conditioning budget during this period.

Best market: Users and commercial customers. Users already know the benefits of room air conditioners, hence are easier to re-sell.

Commercial customers — stores, offices, motels — can be sold on the theme: "Buy now and be ready for summer."

Best media: Direct mail, telephone calls, personal visits. Direct mail should go to your best prospects. If your salesman knows the prospect, a phone call is better than direct mail. If the prospect seems interested, follow up with a personal visit.

Best themes: Stress buying during the off-season; better price, immediate or free installation. Offer delayed payment plans.

To users, the obvious theme is "Buy a second unit and really cool your *entire* house this summer," or promote replacement.

In-store: You should have at least a token floor display; perhaps three or four units.

Miscellaneous: This is a good time to start training salesmen. Teach them features, benefits; introduce your new product lines.

2. MARCH TO MID-APRIL

This is your warm-up period. Spend 10% of your air conditioning budget softening up consumers.

Best market: Still users and qualified leads with a smattering of impulse buyers. Sales can still be made to commercial customers.

Best media: Still direct mail, phone calls and personal visits. Some dealers have run full or half-page newspaper ads offering special pre-season buys. Best bet is to save such ads for sudden warm spell.

Best themes: Continue stressing the advantages of buying in the off-season. Appeal to vanity by suggesting that "smart customers know this is the time to make the best buys." Continue offering delayed payment plans. Stress immediate installation and offer some "early season specials."

In-store: Prepare for the peak season. Enlarge your in-store display and move at least one unit into the window.

Miscellaneous: Continue training your salesmen. Be sure they know the technical side.

3. LATE APRIL THROUGH MAY

This is the start of your peak selling period. Spend up to 35% of your air conditioning budget during this period.

Best market: Just about anyone is a potential customer. This is the start of the warm season in most markets. Consumers are buying garden equipment, boats, picnic goods. So, start them thinking about air conditioners.

Best media: Whatever works best for you. Newspapers, radio, television, shoppers, direct mail, billboards. This is the time for your strongest advertising weapons.

Best themes: Stress just about every feature of air conditioning, with comfort getting the heaviest play. Typical theme: "Prepare now for the hot summer ahead."

Keep hitting the idea that summer heat is just around the corner. Watch for a really warm day, then push the message home with advertising that says "Today is only a sample of the hot days yet to come."

Since heat alone won't sell during this period, stress other features and benefits. Example: "Cool and dehumidify your home."

Sell low cost. Break your price down by month, by day or by room. "Beat summer heat for just 7 cents a day," or "Just \$10 down and you're ready for summer's hottest days." Deferred payments work well here.

Continue to offer immediate installation, pointing out how busy your crews are in June, July.

In-store: Displays here should now be complete; make sure you have some working models set up.

Remember: You won't have to worry about a cold summer if you sell the bulk of your air conditioning units in April and May.

4. JUNE TO MID-JULY

This is the real peak of your selling season. If you don't make it here, you're in trouble. Your program should be in high gear and you should spend 25% of your air conditioner budget during this period.

Best media: Continue to use your strongest advertising tools. Have some ads set in case the weather turns really hot. Develop radio, TV or newspaper spots and make arrangements for them to be used on short notice. Example: The weather climbs into the 90s. At that point, your radio station begins carrying messages like "Temperatures may hit 95 today. Be cool tonight with an air conditioner from Smith Appliances."

If you hit a real hot spell, toss in repeated spot messages. Use the "Why Swelter Another Night," theme. You are dealing with a large percentage of impulse purchases now and your ads should be geared accordingly.

Best themes: Comfort is number one. Summer is here and you must appeal to customers' natural desire to be cool. Stress cooling and dehumidification. Advertising should feature hot, uncomfortable people who could be made comfortable with air conditioning. Stress the "enjoy your home all summer" theme.

Take a whack at the multiple unit market with a renewal of the "cool your entire home" theme. Continue to stress low-cost.

In-store: A sizable amount of floor space should be devoted to air conditioning and units should have a prominent — if not the dominant — spot in your window. Make sure you have working units on the floor.

Miscellaneous: Continue to use your favorite contest and promotions. Send out units on a "try-it-over-the-weekend" basis.

5. LATE JULY THROUGH AUGUST

This is the tail-end of your peak period and you'll have to play it by ear — or by thermometer. Spend up to 20% of your air conditioner budget, but let the weather determine how you'll spend it.

If the weather has been hot, you should have no problems. If the weather has been cool, switch your attack.

Best market: Once again, just about anyone is a potential customer for room air conditioning.

Best media: This depends on the weather. In a hot summer, aim your advertising at impulse sales. This is a period when tempers flare, when sleep and work become difficult. Hard-hitting spot messages in newspapers, on radio or television can break down customer resistance. "Don't be hot a minute longer," is a good spot theme.

If the weather is cool, then use bigger, splashier ads. You still have a message, but it will require more space. Perhaps go back to direct mail, telephone calls.

Best themes: If weather has been hot, keep pushing the comfort theme. Stress cooling, dehumidification. Play up haggard, weary, uncomfortable people who could be comfortable with air conditioning.

Stress low cost, low down payments in your advertising spots.

Play up instant mounts with the idea of immediate comfort. "Buy it at 9, be cool by 10." This will close some sales and take some of the burden off your service people.

If the weather is cool, then you have to change your approach. No one has hit on a sure-fire technique of selling in a cool summer, but there are some stunts you can try.

If you can't sell cooling, try dehumidification. Sell air circulation, cleanliness and reduction of outside noise. Sell health. This is the season when allergy sufferers begin to fret and air conditioning can help them.

Try price specials. Reduce prices for multiple purchase or even for single unit purchases. Free installation may help close sales. Also deferred payments.

Go back and work on your users again. Be honest and admit cool weather has hurt sales, so, "Now I can make you a better deal on a second unit."

In-store: Keep your floor and window displays standing.

Miscellaneous: Try a few promotions and contests, distributors for tie-ins.

6. SEPTEMBER THROUGH DECEMBER

This is post-season, but you can still sell air conditioning. You should have about 5% of your air conditioning budget left. Use it in two ways: (1) to make sales; (2) to build up leads for future sales.

Best market: Users and commercial customers, plus some impulse buyers. Your user is a good bet here. If a customer has bought one unit during the summer, go back and sell him another at a reduced price.

Commercial customers can be offered immediate, low-cost installation — plus a tax benefit. A full year's depreciation can be deducted for units bought up to December 31.

Best media: Direct mail, phone calls and personal visits. If you have a heavy carry-over, try newspaper advertising.

Best themes: For the average customer: "Buy now when prices are cheaper." Offer your carry-over at reduced prices and toss in some extras such as free installation.

For users — "You know how wonderful air conditioning is. Buy a second unit at a reduced price now and be ready for next summer."

For commercial customers — "Buy now and be ready for summer. And get your tax break."

For everyone — "It's smart to buy now, when prices are lower."

In-store: Have a basic air conditioner display on your floor — three or four units at least. If you're trying to get rid of a heavy carry-over, keep up your peak-season display, but stress lower prices.

Miscellaneous: Build up your file, display at home and builder shows; offer gifts for qualified leads.

Think about a winterizing and storage service. First, you'll see a number of units which need replacement and second, you'll have another chance to work on your users. Perhaps, you can offer free winterization to customers who buy a second unit.

Get The Customer Into Your Store

Who are your best air conditioning prospects?

Everyone may be a potential buyer — but some are simply more “potential” than others.

Market research experts have studied the situation and come up with their Mr. Average Air Conditioner Customer. They've learned this average customer fit into a predictable mold as to income, age, education, profession and spending habits.

Their research should make it easier for you not only to pre-select your best customers for room air conditioning but also to help shape your advertising and selling messages.

WHO'S YOUR BEST CUSTOMER?

Specifically, your best customer for room air conditioning:

—**is a man.** Men initiate nearly 60% of room unit purchases.

—**earns over \$5,000 a year.** This higher income group accounts for more than 80% of all room unit purchases. More than half the room units are sold to customers in the \$7,500 to \$10,000 a year bracket.

—**owns his own home.** Home owners buy 80 to 90% of all room units.

—**is married.** Single persons buy less than 15% of all room units.

—**is between 25 and 55 years of age.** Persons in this age group buy 75 to 80% of all room units. The under-25 group accounts for less than 5% of air conditioner sales; the over-55 group for just about 15%.

—**has a managerial or professional job.** That old quip about the best air conditioner customer being a truck driver with a pregnant wife doesn't hold up here, since managerial and professional people buy about 70% of all room units.

The composite “best” customer, then, is a married home owner, between 25 and 55, with a managerial or professional job who earns between \$7,500 and \$10,000 a year.

Further distinctions can be made.

A room air conditioner is rarely purchased as a first major appliance. On the contrary, your best prospect already has a home full of appliances, including many in the “less-than-essential” category.

More than 90% of the people who own room air conditioners also own television; more than half have home laundry units and nearly a quarter own food freezers.

Your ideal prospect, therefore, has already proven himself “appliance-minded” by buying many other appliances.

Not only do air conditioning customers own other appliances, but they've generally bought at the high-end. You're more likely to sell an air conditioner to a prospect who owns a \$600 refrigerator and a high-end TV console, than you are to the owner of a \$200 refrigerator and a \$170 portable.

The obvious conclusion: Concentrate on your best customers; the frequent buyers of high-end merchandise. If you've kept a user file, they should be easy to locate.

WHY HE BUYS—AND WHY HE DOESN'T

Knowing your prospects in advance is half the battle; the other half is physically and mentally reaching these prospects and selling them.

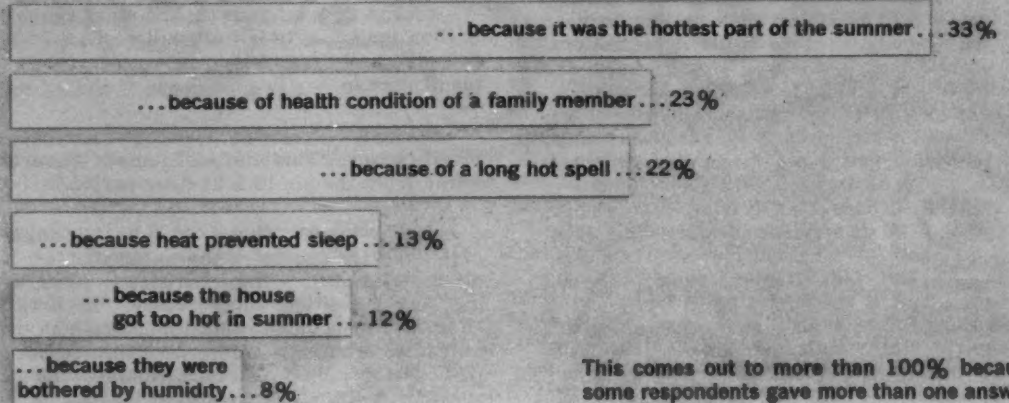
Your first step is to understand why people buy room air conditioning — and why they don't.

More than 90% (91.8% to be exact) of non-air conditioning owners had never been approached by anyone trying to sell them an air conditioner, according to a study DuPont conducted several years ago.

DuPont found that 60% of these non-owners felt they had missed room air conditioning at some time and 6% even expressed a specific willingness to buy. But they had never been approached. Nearly one million sales lost simply because the message of air conditioning had never been brought to these people.

DuPont learned some other startling facts in its study:

HERE'S WHY THEY BUY



This comes out to more than 100% because some respondents gave more than one answer.

... nearly half of all non-owners thought air-conditioning caused colds.

... 25% thought air conditioning would adversely affect such specific conditions as arthritis.

... 3% thought air conditioning would have a detrimental effect on allergies — despite medical proof that air conditioning brings relief to most allergy sufferers.

A similar study among owners made two points quite obvious:

1. Every owner who answered the questionnaire bought room air conditioning because it provided a specific benefit. Either cooling, dehumidification or health.

2. Not one owner listed price as the sole factor which motivated him to buy a room air conditioner. Price, of course, may have decided the individual unit purchased and it might have decided the time at which the unit was purchased. But price alone did not initiate the purchase.

HE CAN BE REACHED AND SOLD

The vast market for room air conditioning has been allowed to remain not only untapped, but ignorant of the amazing air conditioning story you have to tell. You have the weapons on your side — advertising, in-store displays, promotions, qualified salesmen — and you already know the market you are trying to reach.

This is how to reach that market:

Your first and strongest weapon is advertising; radio, television, newspaper, direct mail, shoppers, billboards, car cards, etc.

The initial purpose of advertising is to let people know you are an appliance dealer selling room air conditioning. Advertising per se won't close any sales, but it will bring customer into your store. And that is the first step.

There are few enough kind words said about the quality of air conditioner advertising today. "It's all price and box today," says one factory product manager. "They run a picture of the unit and they tell the price."

What should advertising accomplish? "It should give customers reasons for buying," the product manager answers. "It should stress the benefits and the features of air conditioning. It should mention the price, of course, but it should not try to sell air conditioning on price alone. Price alone never sold anything."

So price alone doesn't work. What does?

Air conditioner advertising — again regardless of media — should bring prospects onto your floor. That means whetting their appetites for air conditioning. And the best way to whet a prospect's appetite is to tell him what air conditioner will do; what air conditioning has to offer. Once he's on your floor, your salesmen — if they have been properly trained — can do the rest.

Does this mean price should be completely ignored in advertising? Of course not. A great many non-owners said they wanted air conditioning but thought they could not afford it. This group of non-owners, already knew something of the air conditioner story. They had been sold on benefits, but were thwarted by their price misconceptions.

The vast majority of non-owners knew neither the benefit story nor the price story. Remember, 91.8% of all non-owners had never been asked to buy an air conditioner. This is where your advertising must come in.

First — and once again regardless of media — tell your benefit story. This should include:

—cooling. Present your cooling story graphically. For instance, "this unit will cool an 18 x 24 living room." Present it in terms a customer can readily grasp.

—humidity. Again, in terms a customer can readily grasp. "This unit will remove 3 quarts of water from the air in a 24-hour period."

—health. Present this from both the angle of germ-free air and from the angle that air conditioning can help sufferers from hay fever, asthma, heart condition, sinus trouble. This area can be tricky, since blue-sky health claims may bring a warning from the local Better Business Bureau. Be honest about what air conditioning will do and when in doubt, check with local medical or BBB officials to present health message. Such as:

—less dust and noise from outdoors.
—circulate and exhaust air.

Now get into your price story — but again present it so it makes sense to a customer. Remember, you're not just offering a chunk of metal for \$200; you're offering summer comfort for just pennies a day (and tell how many pennies, based on a minimum of 720 operating hours a year, over a three-year period). Or, you're offering summer comfort for just \$10 down.

The main purpose of price advertising is to let customers know how little air conditioning really costs. And \$10 down, or 7 cents a day certainly sounds better than \$200—even if \$200 is the lowest price in town.

When should you use actual price? When you're offering specials, or off-season close-outs.

Some warnings: Customers are still afraid of air conditioning. They've heard too many conflicting stories and seen too many conflicting ads. You must overcome this fear before you can hope to sell air conditioning.

The use of BTU or ton or horsepower in advertising left customers totally bewildered. If you use any sort of rating, make sure it's BTU and then show what this actually means in terms of total area cooled. The new NEMA code which requires all members to advertise only the BTU rating should help.

The same warning holds true with technical features. Don't stress a feature in your advertising unless it is readily understandable or can be graphically illustrated. If it confuses you, it will certainly confuse your customers.

WHERE DO YOU ADVERTISE?

But what type of media? Only you know what media works best for you. Radio may click in town A; newspapers in town B.

Newspapers, radio and TV usually are best used in your peak season. This is when you're shooting for impulse sales and these three media make the necessary splash.

These are your most expensive media; hence should be used with care. Use them when they can do the most good—in your peak season.

Direct mail is an excellent — and low-cost — selling tool if used properly. Best time for direct mail is in the off-season. Your best targets for direct mail are users and qualified leads. In other words, keep your direct mail direct. Send mailing pieces to your most likely prospects, instead of sending out a broadside. This will keep costs down and increase the effectiveness of your direct mail blitz.

Direct mail also can work during peak season, but again when sent to specific customers. Save your mailer for example and send it out during a warm spell; it may be enough to turn a good prospect into a buyer.

When you are dealing with users or qualified leads, alter your advertising approach a little since you can assume these people already know the benefit story. Here you can stress price; price reductions or low-cost installation or lower prices on a second or third unit. Don't build your whole mailer around price; benefits-and-price is still a better approach.

As for the other media, use them if they work for you. If you like a shopper or car cards, then use them. The best media are the ones that work best for you.

Finally, don't forget about two very successful techniques for reaching your market — the telephone call and the personal visit. Either or both can mean the difference between a closed sale and a lost sale.

Telephone calls should be directed toward your best prospects. That means your users, your qualified leads and the names you've culled from your user file. The specific situation will, of course, determine the approach used. Advantage is that your salesman has a chance to talk directly to his customer. Questions can be answered at once; objections can be countered. A telephone call presents a good opportunity to suggest a home demo, a second or third unit; or a replacement.

A personal visit should follow at once. If the prospect looks hot, get personal visit first. Few sales can be completed without face-to-face contact.

Neither telephone calls or personal visits should be attempted until your salesman has developed a good air conditioning "pitch." Especially on the telephone, the sale can be made or lost during the

first few words. Make sure your salesman's pitch is smooth, convincing and believable.

Finding your best leads. It's been repeated several times, that qualified leads provide your best customers. But how do you find them?

The best lead is the satisfied user. That's been said too, but it can't be said often enough. The user knows and appreciates air conditioning. He's had at least one summer to enjoy the benefits of air conditioning.

He can help you two ways:

- by buying additional air conditioners, either as second or third units, or as replacement units. After one season, try to sell additional units; after three seasons try to sell replacement units.

- every user generates new customers. Every person who walks into his air conditioned home becomes a likely prospect. His neighbors become prospects. Fellow workers in his office become prospects. One satisfied user can help sell a dozen units.

Cull your files for leads. Such files should be kept up to date and checked frequently. Each card should contain the customer's name, address, telephone, place of work (and a rough estimate of income, if possible) plus a list of all appliances in the home and when purchased.

Give premiums for leads. If a friend or neighbor suggests a prospect, give her a small gift. Reward your servicemen for bringing in leads; perhaps \$5 for each lead that produces a sale.

Display at the home or builder shows which now are held in most towns. Have visitors fill out cards and follow up promptly.

Speak or display at every club or organization that will let you. Prepare a brief talk on "Air Conditioning—What it Will Do for you" and volunteer to deliver it to your chamber of commerce, Rotary, Kiwanis, Knights of Columbus or B'nai Brith meeting. It can provide an interesting—and low-cost—program for your club and it can lead to sales for you. If possible, bring along a portable model which can be demonstrated on the spot.

These are good off-season activities. If carried out properly, they should give you plenty of leads the rest of the year.

The sale itself is closed in your store. That means a couple of things.

You should, for instance, have some sort of in-store display no matter what the season. Keep at least three or four units set up at all times. And place your display where it can be seen.

In peak season, air conditioning should have a prominent place on your floor and in your windows. Begin building up your in-store display in March and have it complete—with at least two or three operating units—by mid-April. Tiered or stacked displays are good since they permit you to show a number of units in a small area. Most manufacturers offer clever, attractive floor display kits. Use them.

Window displays are equally important. You should begin showing air conditioning in your window no later than mid-April; earlier if feasible. By mid-May, air conditioning should have a major chunk of window space.

Don't forget in-store promotions.

A good promotion can build traffic—and heavy traffic means sales. Most dealers have favorite promotions. Again, the rule is: The best promotion is one that works for you.

Here are some rough promotional ideas:

- ... the marathon sale! 24 hours of concentrated selling, backed up with plenty of advertising. This works best in peak season.

- ... guessing contests! Winner is the customer who correctly guesses the date on which the temperature first hits 90 degrees. A good one for early season.

- ... early-bird sales! A pre-season promotion with special prices for "smart, early-bird buyers." Use the same idea in post-season (changing the name of course) to dispose of your carryover.

Pick out the best advertising media for each promotion (newspapers, radio or TV for the marathon sale; direct mail for the early-bird sale); offer premiums to bring in traffic. Use all the help you can get from distributors and utilities.

Once you've reached your customer and brought him into your store, the next step is to sell him.

Selling: Remove the Hazards

There are some selling hazards peculiar to air conditioning as most dealers have learned.

No product is quite so dependent on the weather, which led the president of one firm to moan, "I could come out with the world's greatest product in the world's greatest boom year and if it's a cold summer, it just won't sell."

To an extent he's right. Cold weather cuts deeply into air conditioning sales—but there are other problems as well.

Because it's a seasonable item, few dealers and still fewer salesmen get the exposure to air conditioning they do to other appliances. In most stores, salesmen begin selling air conditioning on May 1 and stop selling it August 1. For the other nine months, they ignore the product completely.

The result: A tremendous number of the men who sell room air conditioning really don't know what they're selling or how to sell it.

"The customer comes into a store expecting a pitch and he doesn't get it," one factory man declares. "That's because the average salesman doesn't know how to sell air conditioning. There's too much of the 'Hey there, feel the breeze!' school of selling. What we need is to develop some real air conditioning salesmen."

Most customers still regard air conditioning as something of a novelty... a gimmick. They wouldn't expect a salesman to provide a complete technical explanation of television or refrigeration, but they do want to know what makes air conditioning work. You are crippling your sales effort if you and your salesmen can't provide the information they want. Before your men go out on the floor, it's your job to make sure they can deliver a solid, knowledgeable air conditioning sales message.

TRAIN YOUR SALESMEN

The best way to do that is to start your selling effort with a sales training program. Here is an example:

Step One: Explain what air conditioning is and how it operates. Use slides, films, booklets, cut-away models, etc. Your distributor rep can supply most of this material.

Step Two: Brief your men thoroughly on your full product line. They should be familiar with every model in every line on your floor. If a model has a special feature, make sure they know what that feature is.

Step Three: Brief your men thoroughly on the benefits of air conditioning. And just as important, make sure they know what air conditioning won't do. It will cool, dehumidify, circulate and freshen air. While it won't cure hay fever, it will make hay fever sufferers more comfortable. False claims can bring the Better Business Bureau down on your neck—and they can cost you customers.

Step Four: Practice. The customer for room air conditioning is a more sophisticated, wiser fellow than the customer for almost any other major appliance. You can sell him—switch him if you want—but it takes skill and practice. Make certain every salesman has a canned sales pitch which covers the benefits and features of air conditioning. Make certain every salesman knows how to estimate the proper unit for a room. Try a few practice runs with you or another salesman acting as the customer. See if your salesmen can pick up a customer and sell the unit you want sold.

This is "basic training." It should be followed up frequently. Your off-season—between January and March—is a good time to begin your training. Keep your selling effort fresh with brush-up courses throughout the peak season; make sure your men don't forget their lessons in the off-season. When new lines begin coming in, run another basic training program.

The result will be a corps of well-trained salesmen who know how to sell air conditioning.

So much for training. Now on to selling itself.

For all practical purposes, air conditioner selling divides itself into two major areas:

... the technical story.
... the benefit story.

SELLING THE TECHNICAL STORY

The technical story includes explaining product features, estimating customer requirements and determining home electrical capabilities.

The technical side of selling means picking a customer off the floor and quickly determining which unit you can sell him.

Have a live unit on display so the customer can watch and listen to it operate. Let him hear the noise level and feel the depth of the unit's air penetration.

Determine the size of unit required by the customer. You can't even begin to sell until you know what to sell. Find out the size of room to be cooled, the number of windows and the amount of sun the room will receive. If the customer isn't sure of his room size, see if he remembers the size of his rug. That will at least give you a clue to his requirements.

Once you have this information, you can quickly estimate the size of unit the customer can use. There are manufacturer calculating devices to make this estimating job easier.

If you don't have a calculator handy, this basic table should help you estimate the correct Btu capacity.

... for an average bedroom, 6,000 to 7,000.

... for an average den, 7,000 to 8,500.

... for an average living room, 8,000 to 9,000.

... for an average living room-dining room "L," 9,000 to 11,000.

Make sure you sell the customer the unit he needs.

You do him no favor by selling him a unit which is too large and you'll probably lose him for future sales in the bargain. An over-sized unit—because it operates so little of the time—may do a cooling job, but it will also deprive the customer of the benefits of dehumidification, air circulation, etc.

A leading cause of consumer complaints—both to manufacturers and the Better Business Bureau—is "it didn't do what it was supposed to do." And the reason, in most cases, it didn't do what it was supposed to do is because the customer was sold a unit that was too large for his needs.

One manufacturer is even fixing his calculating tables so dealers can't sell a customer an over-sized unit. That's how serious manufacturers are about the situation.

Remember, it's better to sell a unit which is too small than one which is too large.

Home electrical capacity must be determined. Does the customer have a 230-volt line into his home? Does he at least have a 230-volt line to his meter? Is he in an area with 208-volt current? Will he need a 7.5 or a 12-amp unit?

There are some rules to remember:

If the customer has an electric range, then he has a 230-volt line. Most new construction includes a 230-volt line. Urban areas (such as Manhattan) are most likely to have 208-volt current. It rarely turns up in smaller towns or in the country.

Standard house circuits are usually 15 amps. A 7.5 amp air conditioner can go into any circuit—along with other electrical apparatus—while a 12-amp unit requires a separate circuit. Either way, it's best to have an air conditioner on a separate line, since the increased surge at starting can blow the fuse on a multiple circuit.

You should know in advance the cost of running a 230-volt line into a house. Bringing a 230-volt line from a meter isn't much of a job. Bringing a 230-volt line from a pole can be expensive. Let your customer know just what it will cost.

With a little practice, you'll be able to do this

ROOM AIR CONDITIONER SELECTOR CHART

Room Length	Room Width																				
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
18	5,500-6,000 BTU																				
19																					
20					6,000-9,000 BTU																
21																					
22																					
23																					
24									9,000-11,000 BTU												
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quickly. It must be done quickly because not until these questions have been asked—and answered—can you really begin selling.

Most customers will then ask some technical questions and you must be ready to answer these. Few customers will expect a graduate-level discussion of the principles of air conditioning. They will simply want to know what makes a room unit tick.

The explanation on page 4 and the glossary of terms on page 16 should help you here.

Product feature questions won't be much of a problem if you have been thorough enough in your training. If you try to push a feature, be certain you can explain that feature so the customer understands it. Make these explanations as simple as possible and if they can't be made simple, then forget them. Customers are confused enough about air conditioning without your adding to their confusion.

Most customers will ask at least one question. They will want to know the difference between ton, horsepower, Btu and the other rating systems which air conditioning manufacturers have used.

Btu, remember, becomes the NEMA standard system of rating this year. Next year all units made by NEMA members will have to carry a certification tag showing the Btu rating.

It will still take a few years for this to catch on and for the time being, it's best to be ready with some sort of simple explanation. Therefore:

BTU. This means British Thermal Unit and it's the amount of heat required to raise the temperature of one pound of water 1 degree F. More simply, it's the best method of rating what an air conditioner can do.

Horsepower. This only refers to the horsepower rating of the motor which operates the compressor of the air conditioner. As capacity indication it's completely obsolete.

Ton. Roughly — very roughly — equal to 12,000 Btu's. It has no meaning at all in room units and should be avoided.

This should put you through your technical story.

HOW TO SELL BENEFITS

Next comes the other side of selling air conditioning—the benefit story.

Air conditioning's top benefit is cooling.

A properly installed room air conditioner is capable of reducing the indoor temperature 20 degrees below the outdoor temperature.

In hot weather, this is the strongest selling message you have:

"With air conditioning, you can be cool."

You can present this selling message in any number of ways, but always present it in terms the customer can readily grasp. For instance:

...sleep in cool comfort. Awaken more rested, more refreshed on even the hottest day.

...cook and dine in cool comfort. Your wife will enjoy cooking and you'll enjoy your food no matter how warm it is outside.

...enjoy your home in cool comfort. You have a nice home with nice furnishings. You have a game room. You have television and stereo. Enjoy them throughout the year, despite the weather.

...entertain in cool comfort in every season.

Picture the customer coming home after a sweltering, muggy day, to a cool house. Picture him stepping from 95 degree heat to 75 degree comfort. Picture him enjoying his dinner, watching television, entertaining friends and going to sleep in a house which is cool and comfortable.

Nearly two-thirds of all owners rated cooling as the number one benefit of air conditioning and virtually all non-owners said they wanted the cooling benefits which air conditioning could provide.

Specifically, owners were asked what they enjoyed most about air conditioning. These were the answers they gave:

...feeling of coolness, 40.7%.

...can sleep much better, 22.3%.

...family enjoys home life more, 6.7%.

...children sleep, rest better, 3.4%.

...can entertain indoors in summer, 2.2%.

Obviously, these are the specific benefits of cooling you should be stressing in your selling message. If you can convince the customer air conditioning will make him cool—and that he needs and deserves to be cool—then you've come close to making your sale.

Cooling isn't the only comfort benefit which air conditioning can offer. Air conditioning also offers:

1. Dehumidification.
2. Fresh air.
3. Circulated air.

Dehumidification probably ranks as air conditioning's number two comfort benefit.

Nearly 10% of all owners thought freedom from humidity was the outstanding feature of room air conditioning and 42.8% of non-owners wanted air conditioning because it would dehumidify their homes.

You should know what each unit is capable of ("This unit will remove three quarts of water from your air each day," is an example) and you should put your knowledge to work.

You can't do as much with fresh and circulated air, though both benefits are important to the overall comfort story. To illustrate your message, make the customer think of a smoky, foul-smelling room such as they might find after a party. Tell them that a room air conditioner will replace that stale, smoky air with fresh air, winter and summer.

Health is your next major benefit theme — but be wary.

Too many of the health claims which have been made for air conditioning just don't hold up. Use these exaggerated claims too freely and you may run into trouble from the local Better Business Bureau and the local medical association.

Health claims in these areas are valid:

1. Air conditioning filters out germs. Most filters now in use are capable of killing 99% of the germs which they trap. This doesn't mean 99% of all germs in the air, simply 99% of the germs trapped by the filter.

2. Air conditioning will alleviate some of the discomfort of allergies. It will not cure allergies, but it will make allergy sufferers feel more comfortable.

3. Air conditioning will reduce the strain which extremely hot weather places on the heart.

4. Air conditioning will benefit a sinus condition because it dehumidifies the air.

In all, 28.4% of air conditioning owners said a health condition prompted their decision to buy; 42.7% because of hay fever; 18.8% because of

asthma; 14.2% because of a heart condition and 13.5% because of a sinus condition.

In many cases, an air conditioner bought upon a doctor's order can be tax deductible. This is an important selling point.

This is also a good time to clear up misapprehensions.

...45.2% of non-owners were afraid that air conditioning would cause colds. There is no proof whatsoever that a properly installed unit has any relation to colds. In fact, a properly installed unit should reduce the incidence of any respiratory infection.

...10% of non-owners thought air conditioning would be bad for specific conditions such as allergies, sinus, etc. Yet, most medical authorities agree that air conditioning will benefit persons suffering from these ailments.

Fringe benefits give you plenty on which to hang a good selling message. Don't overlook these:

1. It can protect furniture, tools, cameras, weapons, etc., by reducing both dust and humidity. That means less housecleaning—a double blessing especially in hot weather.

2. It reduces outside noise. Windows can be kept shut on the warmest of days—and nights.

3. It offers prestige to the owner. Air conditioning is still enough of a low-saturation that it becomes a mark of distinction among friends and neighbors.

4. It provides near-silent cooling. Manufacturers have reduced noise levels sharply in recent years.

5. It comes in smaller packages than ever.

Wrapping all these benefits together—cooling, dehumidification, health, less housekeeping, less outside noise, prestige—should bring you close to the sale itself. In some cases—especially in summer impulse purchases—the cooling benefit may be enough. In other cases all of these benefits will have to come into play.

HOW TO CLOSE THE SALE

The final step is to close the sale — and that means price.

Your job—and it may be your hardest job—is to convince the customer that air conditioning is not too great an expense. You've sold him on technical

features and you've sold him on benefits. Now, you must convince him he can afford it.

You can't hide the price. \$200 is \$200. But you can make it sound more palatable by:

1. Using comparisons. The average car owner uses his auto less than 300 hours a year. Even in a cool summer, air conditioning will be in use about 720 hours (30 days x 24 hours) per year. So, "Keep your car another year and buy a room air conditioner."

You can stretch this comparison into almost any area of customer interest. You are competing for customer dollars with boats, hobbies, vacations, etc. You have to show how much more for his money he can get with air conditioning.

2. Offering low monthly payments. Sell air conditioning at "Just \$11 a month." For the off-season, try deferred payments or low-cost installation. A low down payment works best with impulse sales, especially in hot weather. "Be cool tonight for just \$10 down," is a good pitch.

3. Breaking down the price by day or hour. "It costs only so much per day (or hour) to air condition your home." Figure an air conditioner as a 10-year investment and figure it will be used at least 720 hours per year. That brings the cost of a \$200 unit to just 2.7 per hour.

4. Breaking down the price room by room. "It costs only so much per room to air condition your home."

In every instance, stress air conditioning as a long-term investment. Make your customers understand that air conditioners are quality products, built to last.

Finally, consider trade-ins. The trade-in market in air conditioning is starting to grow—nearly 10% of all units sold in 1960 were as replacements—and it may be time for you to move into this area.

The heat pump deserves special mention in any section on selling.

Prime advantage of the heat pump is that it can both cool and heat. Like any air conditioner, it cools by removing heat from the air. In winter it can use outside air to heat a home. Some big, commercial heat pumps can zero degree air to heat any entire office building, store, school or factory.

The residential heat pump — now offered by nearly all manufacturers—can't do that. Its compression system limits the amount of heat it can provide.

The best market for the heat pump today is still the South. Generally, a heat pump can do a good job of heating when the outside temperature does not fall below 40 degrees. Below that temperature, resistance heat must take over.

This doesn't mean that a Northern dealer can't do a good job with heat pumps. Many have and more are coming in each day. Here's how.

In the North, sell the heat pump as a summer cooler and a part-time winter heater. Remember, a big capacity heat pump will do an efficient job of heating as long as the temperature remains above 40 degrees. And even in the North, temperatures of 40 degrees and above can be expected until late fall and again in early spring. A heat pump can do a good job of warming a room—or several rooms if its capacity is great enough—for most of the year. Only in the really cold months must it give way to resistance heating.

The obvious customer for a heat pump: Anyone with electric heating.

You can reach this customer with direct mail, telephone calls or personal visits. Sell him a heat pump just as you would sell him any other type of air conditioner — on the benefits — plus low operating costs at the special electric heat rate.

Those are your basic tools — the feature, benefit, low cost stories. And with them, you can sell air conditioning.

Your own sales spiel is up to you, but remember these things:

1. Qualify your customer financially.
2. Qualify your customer technically.
3. Switch him to the units that fit him—using the "tailor-made for you" approach.
4. Demonstrate the unit, and while you have him looking, get across the combination of benefits you think he wants.
5. Once you have him with you, go into whatever price, installation or premium benefits you have to offer for a sale right now.
6. Close the sale, your way, but remember—Air conditioning is low-cost comfort for anybody.

Don't Forget Your Other Markets

Selling a room air conditioner may please most dealers, but it won't satisfy one factory product manager.

"I don't believe in selling one air conditioner," he says. "I believe in full house cooling. A dealer should be selling two, three or even four units every time he makes a sale."

This philosophy — and it's widely endorsed throughout the industry even if it seems a little extreme — can spell extra profits for you.

Multiple-unit sales is just *one* of the topics which fall under the broad heading of "other sales potentials." Commercial sales come under the heading; builder sales do too. So does selling in a cool summer and selling in the off-season.

The subjects under this heading have a common denominator: Each is being overlooked by most dealers today. All dealers must occasionally sell in a cool summer. But it's an area in which most dealers still are not home.

Not every category under this heading will be right for every dealer. You may be locked out completely on builder sales or you may lack the money or manpower to tackle the commercial market.

Each area that you master will mean greater profits.

And in room air conditioning, who could ask for anything more?

TRY MULTIPLE SALES FIRST

Every customer for one room air conditioner is a potential customer for two or more room air conditioners.

Three years ago, DuPont learned that nearly 15% of all households equipped with room air conditioners had two or more units. The average owner household, to be exact, owned 1.2 room units. Today, multiple units may be in 20 to 25% of all owner households — perhaps even more. And it's a market which is growing rapidly.

Before you can hope for multiple-unit sales you must be ready to answer this key question: Why multiple units instead of central system cooling?

Behind the question is the steady, sustained

growth of central systems, especially in new construction. This growth has continued even in poor room unit seasons.

Most new home owners want central systems. If you're a dealer that also sells central systems, fine. If not, you still have a big chunk of the market to work on. And you have plenty of arguments to use against central systems:

1. **Easier installation.**
2. **The initial cost** of room units is less. Purchases of second and third units can be staggered.
3. **Easier, cheaper repairs.** Breakdowns won't be house-wide.
4. **Individual controls.** You can operate units in only the rooms you want to cool.
5. **Easier to replace** room units. Replacement, too, can be staggered.

HOW TO GET THE SECOND SALE

The best prospect for a multiple or second-unit sale is the user. He's familiar with air conditioning and in 9 cases out of 10 has expressed complete satisfaction with the unit in his home. You won the hardest battle when you sold him his first unit; the next step is to use his satisfaction with air conditioning to sell him on full-house cooling.

Reach your user by direct mail, telephone or a personal visit. Midway through peak season is a good time, especially if the weather is hot. Your best approach is, "Now that you've seen how well room air conditioning works, wouldn't you like to completely cool your home with a second unit?"

Try him again after the peak season ends. He's a good customer for any units left over from the summer. Now that he's had a full summer in which to enjoy air conditioning, he may well be ready to buy a second — perhaps even a third — unit, especially if you can give him a special price.

If you offer a winterization service, you have direct access to your users. A good offer here is

free winterization with purchase of additional units.

You can make some excellent offers to new customers, as well. If three units sell for a total of \$600, you can profitably cut that to the multi-unit buyer. Your charge to install a single unit can carry most of the burden for a second unit.

Your best tool in multi-unit sales is a good calculator. If a customer wants to buy a single unit, be able to come up with a quick estimate of how many units it would take to cool his entire home. Follow that with whatever special deals you are willing to make with multiple-unit buyers.

Your best selling message is simply, "you can cool your whole house for not much more than you'd expect to pay for single room cooling."

Every feature and benefit of air conditioning works here — but more so. Your best theme is "Enjoy your whole house all summer long." If a user has a bedroom unit (most single units are in bedrooms) then stress the "Enjoy your living room in summer," theme. If the first unit is in the living room, then stress the "Sleep in cool comfort" theme.

Other possibilities for additional units include:

Children's rooms. There's an area of guilt you can play with if the parent's bedroom is air conditioned and the children's bedroom is not.

Game rooms. "Entertain throughout the year."

Dens, Studies, etc. "Work, read, study in cool comfort."

The kitchen. Pitch this angle to the husband. Again, you have an area of guilt to play with if the kitchen is not air conditioned.

The concept of full house cooling can bring unexpected profits — sometimes just by asking for the order.

TAKE A WHIRL AT COMMERCIAL SALES

Every store, office, hotel, motel, bank, restaurant, workshop, factory in your area is a potential customer for room air conditioning.

Most commercial operations are not air-conditioned. In 1957, DuPont found that nearly three-

quarters of all retail establishments had no air conditioning system; also not air conditioned were:

- 53% of offices
- 63% of hotels and motels
- 81% of institutions.

This may surprise you, but nearly half the commercial operations that were air conditioned used room units exclusively. Room units accounted for 27% of installations in eating and drinking places; 41% of installations in food and drug stores; 43% of installations in offices; and 81% of installations in hotels and motels.

That's your market. Now, to sell it:

Every customer can benefit from air conditioning. In the commercial field, the benefits of air conditioning become more tangible; in retail stores, sales increase; in factories and offices, work efficiency goes up and absenteeism drops; in restaurants, people eat more; in hotels and motels, room vacancies decline.

Your first step is to prepare a working picture of your trade area. List all commercial establishments, offices, hotels, motels, theaters, etc.

Next, eliminate those known to have air conditioning, unless they're due for replacement. Your own sales records may provide the answer, or a student could be hired to canvass your territory. The end result is a list of every commercial venture in your trade area which is not air conditioned.

Begin compiling your list in late summer. Start pitching for commercial sales early in the fall, just as soon as your regular selling season ends.

Best ways to contact these commercial customers are:

1. By direct mail.
2. By telephone.

In either case, be as specific as possible. For example, "I can air condition your store for just \$500, including installation."

Another good technique is to advertise on the financial pages of your daily newspaper, or in a financial newspaper if one is available. Try small ads in the business personals column of your paper. Again try to be specific. "An 18 x 40 store cooled for under \$400."

What you're really shooting for is a personal visit by one of your salesmen. Once inside the store, he can quickly estimate requirements and

wiring capacity and come up with an on-the-spot price.

There are some special pitches you can use:

1. Install air conditioning in the off season and take advantage of special prices. Since most commercial installations will be multi-unit, you can offer a further price break on both the units and the installation. Quantity buying should bring quantity prices, but don't get yourself into a unit-by-unit price comparison with another dealer.

2. Install in the off-season and be ready for summer. Do the job now so all the fuss and muss is over before warm weather comes.

3. Buy before December 31 and take advantage of the tax break. Depreciation on any unit bought up to midnight December 31 can be deducted for the full year.

The key argument you'll have to counter—once you've sold the benefits and feature story—is the old one of central systems vs. multiple units. The same answers you give your regular customers will hold up here.

Builder sales may be for you—and again they may not. It depends on the policies of your manufacturers and distributors. Some encourage their dealers to try the builder market as builder-dealers, sub-contractors or simply suppliers—and some don't.

If you can get into builder sales, do so.

Your best bet is to act as a supplier or sub-contractor to a small builder. Forget about the 1,000-home tract; in most cases it's out of your league. Do work with the man who builds five or 10 homes at a time.

HOW TO BEAT A COOL SUMMER

There is no proven method of selling in a cold summer. All you can do is alter your approach and hope for the best.

1. Go back to your lead and user files. Use direct mail, though telephone calls and personal visits are even better. This is the time to sell that second unit to a happy user.

2. If cooling won't sell, then switch your advertising and in-store selling to stress other features. Whether it's warm or cool, air conditioning means

less dirt and dust, fewer germs, relief from allergies, etc. Sell these as prime benefits of air conditioning, with cooling as a side benefit.

3. Offer free or inexpensive installation and price specials, especially on multiple unit sales.

Keep your floor and window displays intact, keep your men thinking about air conditioning. Even the coolest of summers has at least one hot spell. Even if it comes in August or September, be ready to take advantage of it.

Don't quit selling just because your peak season is past.

Off-season—from September to March—is a period for:

1. Closing out left-over merchandise.
2. Hitting your commercial and builder market.
3. Selling your qualified leads and users with specials on price and installation, especially for multiple purchases.
4. Building your lead files.
5. Training your people, especially after new lines begin to appear.
6. Preparing your own program for the coming year.

Don't dismantle your in-store display. Keep at least three or four units up at all times.

Accessories can make money for you.

Accessories, in this case, can be defined as everything from instant mounts to super-duper filters to remote control devices. They add extra dollars onto your sale.

Instant mounts probably don't belong in the accessory class. They're becoming more and more a part of the unit itself, at least as far as selling goes. Every customer who plans a window installation is a prospect for an instant mount. Advantages are immediate, free installation. Instant mounts are a natural in hot weather when your theme is, "Buy at 9, be cool by 10." Do put the stress on immediate installation in peak season; free, do-it-yourself installation at other times.

For other accessories, here's a rule to follow: Don't risk a sale to sell an accessory. Show the customer a unit with remote and if he doesn't bite, then steer him to something else. The same holds true with special filters, etc. They will add to your margin, but not enough to risk losing a sale.

The Language

Air conditioning has developed a language of its own. To do a really effective selling job, you should be familiar with this language.

Here are the 29 terms you're most apt to use in understanding spec sheets and in dealing with customers:

Air conditioner: A true air conditioner must do four things: cool the air, dry the air, filter the air, circulate the air. If it does not do these four things it is not an air conditioner.

Blower fan. A fan within an air conditioner which directs cool air back into a room.

British Thermal Unit. Better known as Btu, it is a measure of the quantity of heat in a substance. One Btu is the amount of heat required to raise the temperature of one pound of water one degree. It is the most accurate—and has now become the standard—rating of an air conditioner's cooling capacity.

Comfort zone. The range of effective temperature over which the majority of adults feel comfortable. For most adults, this means an air temperature of 20 to 30 degrees below the body temperature of 98.6 degrees.

Capillary. A small diameter tube which regulates the flow of liquid Freon from the condenser to the evaporator or cooling coils.

Compressor. A pump which draws Freon from the evaporator, compresses it, thus raising its temperature, and sends it into the condenser.

Compressor rating. A misleading, inaccurate method of rating the cooling capacity of an air conditioner. It is misleading because the Btu rating of an air conditioner is determined by the evaporator, condenser and the quantity of moving—not by the compressor alone. The rating is rarely, if ever, used today.

Condenser. The system of coils and fins used to transfer room heat outdoors. The hot Freon gas passes through the condenser coils and loses its heat to the comparatively cooler outdoor air. Once the heat is removed, the Freon condenses back to a liquid.

Conduction. The transfer of heat through a substance as the handle of a frying pan or the glass, roof, walls of a building. Insulation retards conducted heat, the reason why air conditioning works best in a well-insulated home.

Convection. The transfer of heat by either natural or forced motion, as is found in a furnace or air conditioner.

Cooling coils. Coils in the evaporator. Cold Freon passes through these coils, removing heat from—and thus cooling—room air.

Dry bulb. The temperature of the air as read on an ordinary thermometer.

Evaporator. The system of cooling coils through which cold Freon passes, removing the heat from room air.

Flywheel effect. During the cooler hours of night and early morning, an operating air conditioner has the ability to cool furnishings, walls and ceilings. This is really reserve cooling capacity which can help the unit through its peak load periods. Units can do a larger area, therefore, if they are allowed to run continuously.

Freon. The refrigerant used in air conditioning. It is a chemical which boils at 20 to 40 degrees below zero.

Horsepower. The nominal horsepower rating of the motor which operates the compressor. It is often used to rate the capacity of an air conditioner, though it actually has no relationship to the unit's capacity. It simply describes the compressor motor and should be avoided in describing a unit's capacity. For instance, a

one horsepower unit can vary from 5,000 to 12,000 Btu because of differences in the motor.

Radiation. The transfer of heat through space without any intervening medium. Radiant heat comes through roofs, windows and walls and can be reduced by reflective surfaces. Radiation, conduction and convection are the three means by which heat enters your home.

Relative humidity. A system of determining the amount of actual water vapor in the air.

Slinger ring. A ring within an air conditioner which disposes of moisture by hurling it over the entire surface of the condenser where it is vaporized.

Temperature differential. The degree to which an air conditioner can reduce the room temperature below the prevailing temperature. The industry standard is a 20 degree differential.

Temperature-humidity index. Originally known as the discomfort index, it is a ratio between temperature and humidity which determines the degree of personal comfort—or discomfort—on a given day.

Ton. Another rating of an air conditioner's cooling capacity which is no longer in wide use. One ton was originally equal to 12,000 Btu, but this relationship does not hold up in room air conditioning and should not be used.

24-hour rating. Still another meaningless rating of air conditioning capacity. A 24-hour rating is 130% of the standard Btu rating.

Wet bulb. The lowest temperature which a water-wetted thermometer will read in a given air stream. The wet bulb is a measure of the moisture suspension and when related to dry bulb dictates the relative humidity of the air.

EM WEEK EXCLUSIVE: 1961 Room Air Conditioner Specifications

Model Nos	Series	Type Installation	Thru-Case	Window	Wall	Mount	Som	Capacities	CFM	RM Size	NO	Location	Function	Fan	Speeds	Moisture Removal	Pts. Per Hr.	Volts	AMPS	Filter	Reverse Cycle	Mounting Kit	Cabinet Dim	Weight	Other Features	Retail Price		
Model Nos	Series	Type Installation	Thru-Case	Window	Wall	Mount	Som	Capacities	CFM	RM Size	NO	Location	Function	Fan	Speeds	Moisture Removal	Pts. Per Hr.	Volts	AMPS	Filter	Reverse Cycle	Mounting Kit	Cabinet Dim	Weight	Other Features	Retail Price		
1Y242																												
AD-6LD	De Luxe	X	X	X	X	X	X	22,600	520	200	272-450	1	On-Off	1	On-Off	1.9	5.7	230	14.5/18.3	Perm.	19,300/21,300	Standard	20-1/8"	28"	32-1/2"	261		
ACD-7LD	Cus. Deluxe	X	X	X	X	X	X	6,000	200	7,000(1)	300	320-525	3	On-Off Fresh Air Thermostat	3	On-Off	1.6	115	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143	
ACD-8MD	Cus. Deluxe	X	X	X	X	X	X	8,300	325	384-625	375-675	3	On-Off	3	On-Off	2.1	115	10.8	10.8	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-9D	Cus. Deluxe	X	X	X	X	X	X	9,000	325	375-675	375-675	3	On-Off	3	On-Off	2.7	208	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-9D8	Cus. Deluxe	X	X	X	X	X	X	9,000	325	375-675	375-675	3	On-Off	3	On-Off	2.7	208	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-9D	Cus. Deluxe	X	X	X	X	X	X	8,800	325	375-675	375-675	3	On-Off	3	On-Off	2.7	230	6.7 (2)	6.8	Perm.		Standard	26"	26"	32-1/2"	143		
AI-100	Imperial	X	X	X	X	X	X	10,000	275	405-750	405-750	3	On-Off	3	On-Off	3.7	230	6.8	6.8	Perm.		Standard	26"	26"	32-1/2"	143		
AD-120	De Luxe	X	X	X	X	X	X	12,000	425	500-900	500-900	3	On-Off Fresh Air Thermostat	3	On-Off	4.2	230	9.7	9.7	Perm.		Standard	26"	26"	32-1/2"	143		
AD-1208	De Luxe	X	X	X	X	X	X	12,000	425	500-900	500-900	3	On-Off Fresh Air Thermostat	3	On-Off	4.2	208	11.6	11.6	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-150	Cus. Deluxe	X	X	X	X	X	X	15,000	425	625-1150	625-1150	3	On-Off	3	On-Off	4.8	230	10.5	10.5	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-1508	Cus. Deluxe	X	X	X	X	X	X	14,700	425	625-1150	625-1150	3	On-Off	3	On-Off	4.8	208	11.9	11.9	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-150	Cus. Deluxe	X	X	X	X	X	X	15,000	420	625-1150	625-1150	3	On-Off	3	On-Off	4.8	230	10.8 (3)	10.8	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-190	Cus. Deluxe	X	X	X	X	X	X	19,000	435	790-1450	790-1450	3	On-Off	3	On-Off	6.9	230	13.0	13.0	Perm.		Standard	26"	26"	32-1/2"	143		
ACD-1908	Cus. Deluxe	X	X	X	X	X	X	19,000	415	790-1450	790-1450	3	On-Off	3	On-Off	6.9	208	15.0	15.0	Perm.		Standard	26"	26"	32-1/2"	143		
R140		X	X	X	X	X	X	6,000	265			2	Therm. Fan Speed, On-Off	2	Therm. Fan Speed, On-Off	2.5	230	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
R142		X	X	X	X	X	X	7,000	235			6	Therm. Fan Speed, On-Off	6	Therm. Fan Speed, On-Off	2.1	230	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
RE142		X	X	X	X	X	X	7,000	235			6	Therm. Fan Speed, On-Off	6	Therm. Fan Speed, On-Off	2.1	230	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
R151		X	X	X	X	X	X	7,500	358			3	Therm. Fan Speed, On-Off	3	Therm. Fan Speed, On-Off	1.6	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
R162		X	X	X	X	X	X	8,800	235			6	Therm. Fan Speed, On-Off	6	Therm. Fan Speed, On-Off	2.4	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
RE162		X	X	X	X	X	X	8,800	235			6	Therm. Fan Speed, On-Off	6	Therm. Fan Speed, On-Off	2.4	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
R261		X	X	X	X	X	X	9,500	260			7	Therm. Fan Speed, On-Off	7	Therm. Fan Speed, On-Off	3.3	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
R260		X	X	X	X	X	X	8,500	265			2	Therm. Fan Speed, On-Off	2	Therm. Fan Speed, On-Off	2.5	230	8.0	8.0	Perm.		Standard	26"	26"	32-1/2"	143		
R471		X	X	X	X	X	X	10,000	360			3	Therm. Fan Speed, On-Off	3	Therm. Fan Speed, On-Off	3.1	230	7.2	7.2	Perm.		Standard	26"	26"	32-1/2"	143		
R371		X	X	X	X	X	X	12,500	275			7	Therm. Fan Speed, On-Off	7	Therm. Fan Speed, On-Off	4.7	230	9.0	9.0	Perm.		Standard	26"	26"	32-1/2"	143		
R290		X	X	X	X	X	X	15,000	425			2	Therm. Fan Speed, On-Off	2	Therm. Fan Speed, On-Off	5.1	230	10.6	10.6	Perm.		Standard	26"	26"	32-1/2"	143		
R192		X	X	X	X	X	X	18,000	395			7	Therm. Fan Speed, On-Off	7	Therm. Fan Speed, On-Off	5.5	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
R263		X	X	X	X	X	X	8,600	280			5	Therm. Fan Speed, On-Off	5	Therm. Fan Speed, On-Off	3.7	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
R173		X	X	X	X	X	X	11,000	280			8	Therm. Fan Speed, On-Off	8	Therm. Fan Speed, On-Off	4.1	230	8.2	8.2	Perm.		Standard	26"	26"	32-1/2"	143		
R283		X	X	X	X	X	X	13,000	350			8	Therm. Fan Speed, On-Off	8	Therm. Fan Speed, On-Off	4.7	230	10.5	10.5	Perm.		Standard	26"	26"	32-1/2"	143		
R145	Builder Model	X	X	X	X	X	X	6,500	250			3	1-Left 2-on Top	3	1-Left 2-on Top	2.0	115	8.2	8.2	Perm.		Standard	26"	26"	32-1/2"	143		
R475	Builder Model	X	X	X	X	X	X	10,000	340			3	1-Left 2-on Top	3	1-Left 2-on Top	2.8	230	7.2	7.2	Perm.		Standard	26"	26"	32-1/2"	143		
RC141	Builder Model	X	X	X	X	X	X	6,500	240			3	1-Left 2-on Top	3	1-Left 2-on Top	1.9	115	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
RC471	Builder Model	X	X	X	X	X	X	10,000	360			3	1-Left 2-on Top	3	1-Left 2-on Top	3.1	230	7.2	7.2	Perm.		Standard	26"	26"	32-1/2"	143		
D-155-1	Slumber Master	X	X	X	X	X	X	5,500	160			2	Vent-On Speed	2	Vent-On Speed	1.7	115	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
D-155-1K	Slumber Master	X	X	X	X	X	X	5,500	160			2	Vent-On Speed	2	Vent-On Speed	1.7	115	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
A-185-1	Air Sweep (1)	X	X	X	X	X	X	8,500	260			3	Fresh Air	3	Fresh Air	2.9	230	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
A-185-2	Delux	X	X	X	X	X	X	8,500	260			3	Fresh Air	3	Fresh Air	2.9	208	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
A185-8	Delux	X	X	X	X	X	X	8,500	260			3	Fresh Air	3	Fresh Air	2.9	208	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
B-1122-2	Air Sweep (1)	X	X	X	X	X	X	12,200	330			4	Fresh Air	4	Fresh Air	3.8	230	10.0	10.0	Perm.		Standard	26"	26"	32-1/2"	143		
B-1122-8	Air Sweep (1)	X	X	X	X	X	X	12,200	330			4	Fresh Air	4	Fresh Air	3.8	208	10.0	10.0	Perm.		Standard	26"	26"	32-1/2"	143		
B-1147-2	Air Sweep (1)	X	X	X	X	X	X	14,700	375			4	Fresh Air	4	Fresh Air	5.1	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
B-1165-2	Air Sweep (1)	X	X	X	X	X	X	16,500	375			4	Fresh Air	4	Fresh Air	5.8	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
B-1165-8	Air Sweep (1)	X	X	X	X	X	X	16,500	375			4	Fresh Air	4	Fresh Air	5.8	208	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
T-190-1S	Air Sweep (1)	X	X	X	X	X	X	9,000	290			3	Fresh Air	3	Fresh Air	4.5	230	10.5	10.5	Perm.		Standard	26"	26"	32-1/2"	143		
T-1150-2	Air Sweep (1)	X	X	X	X	X	X	15,000	360			3	Fresh Air	3	Fresh Air	2.5	230	8.0	8.0	Perm.		Standard	26"	26"	32-1/2"	143		
T-1150-8	Air Sweep (1)	X	X	X	X	X	X	15,000	360			3	Fresh Air	3	Fresh Air	2.5	230	8.0	8.0	Perm.		Standard	26"	26"	32-1/2"	143		
T-185-2R	Air Sweep (1)	X	X	X	X	X	X	8,500	290			3	Fresh Air	3	Fresh Air	4.5	208	10.5	10.5	Perm.		Standard	26"	26"	32-1/2"	143		
T-1145-2R	Air Sweep (1)	X	X	X	X	X	X	14,500	360			4	Fresh Air	4	Fresh Air	6.8	230	15.0	15.0	Perm.		Standard	26"	26"	32-1/2"	143		
G-1220-2 & 8	Texan	X	X	X	X	X	X	22,000	470			4	On-Off Thermo.	4	On-Off Thermo.	7.0	230	15.0	15.0	Perm.		Standard	26"	26"	32-1/2"	143		
G-1220-2R	Texan	X	X	X	X	X	X	22,500	500			2	On-Off Thermo.	2	On-Off Thermo.	7.0	230	15.0	15.0	Perm.		Standard	26"	26"	32-1/2"	143		
GT-252	Texan	X	X	X	X	X	X	4,000	150			1	On-Off Thermo.	1	On-Off Thermo.	2.0	115	7.0	7.0	Perm.		Standard	26"	26"	32-1/2"	143		
W-501	Portable	X	X	X	X	X	X	7,000	230			2	Cool - Fan	2	Cool - Fan	2.4	115	7.5	7.5	Perm.		Standard	26"	26"	32-1/2"	143		
W-701		X	X	X	X	X	X	8,800	260			5	Cool - Fan	5	Cool - Fan	3.0	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
CW-881		X	X	X	X	X	X	9,000	260			3	Cool - Fan	3	Cool - Fan	3.3	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
W-901		X	X	X	X	X	X	9,000	260			3	Cool - Fan	3	Cool - Fan	3.3	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
W-903		X	X	X	X	X	X	9,000	260			3	Cool - Fan	3	Cool - Fan	3.3	115	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
W-2502		X	X	X	X	X	X	20,000	540			3	Cool - Fan	3	Cool - Fan	7.3	230	12.0	12.0	Perm.		Standard	26"	26"	32-1/2"	143		
W-273		X	X	X	X	X	X	22,000	530			3	Cool - Fan	3	Cool - Fan	8.4	230	15.0	15.0	Perm.		Standard	26"	26"	32-1/2"	143		

*NEMA Rating

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MODEL NOS.	SERIES	TYPE INSTALLATION		COOLING CAPACITIES		NO.	CONTROLS		FAN SPEEDS	MOISTURE REMOVAL PTS. PER HR.	AMPS.	FILTER TYPE	REVERSE CYCLE DATA	MOUNTING KIT		CABINET DIM.		WEIGHT NET LBS.	OTHER FEATURES	RETAIL PRICE
		THRU-WALL	CASE-TRANS.	H.P.	CFM	RM. SIZE	LOCATION	FUNCTION						STANDARD OR	OPTIONAL	HIGH	WIDE			
"Hotpoint" Hotpoint Div., General Electric Co., 5400 W. Taylor Chicago, 44	ASK21A	Standard		7,500	260	1	1	Therm. etc.	1	2.1	115	12		Standard		14-13/16"	24-7/16"	138		
	ASK32A	Standard		8,500	260	1	1	Therm. etc.	1	2.2	230					14-13/16"	24-7/16"	141		
	ADK27A	Power Plus		7,500	260	3	3		1	2.3	115	7 1/2				18-7/8"	18-7/8"	138		
	ADK31A	Power Plus		9,000	260	3	3		1	2.5	115	12				18-7/8"	18-7/8"	141		
	ADK42A	Power Plus		10,000	250	3	3		1	3.2	230					18-7/8"	18-7/8"	141		
	ADL52A	Power Plus		13,000	420	4	4		1	3.7	230		Foam			26-7/8"	26-7/8"	179		
	ADL62A	Power Plus		15,000	450	4	4		1	4.4	230					26-7/8"	26-7/8"	182		
	ADL82A	Power Plus		18,000	450	4	4		1	5.3	230					26-7/8"	26-7/8"	213		
	ADK31A	Power Plus	X	9,000	260	3	3	Switch Therm. Ventilation	2	2.5	115	12		Dubl. Hung	Standard	14-13/16"	24-7/16"	145		
	ADK42A	Power Plus		10,000	250	3	3		1	3.2	230					14-13/16"	24-7/16"	145		
Kelvinator Div., American Mfg. Corp., 14250 Plymouth Rd., Detroit, 32	ADL82A	Power Plus		13,000	420	4	4		1	3.7	230					18-7/8"	18-7/8"	179		
	ADL62A	Power Plus		15,000	450	4	4		1	4.4	230					26-7/8"	26-7/8"	182		
	ADK21B	Power Plus		8,000	240	2	2		1	1.6	115	12				15-5/8"	16-7/8"	146		
	ADK27B	Power Plus		6,000	240	2	2		1	1.9	115	7 1/2				15-5/8"	16-7/8"	137		
	ADK42B	Power Plus		9,500	300	3	3		1	2.9	230					15-5/8"	16-7/8"	146		
	ADK42B	Power Plus		9,500	300	3	3		1	2.9	230					15-5/8"	16-7/8"	146		
	RC105IN	Space Saver		6,700	240	1	1		1	1.15	115	7.5				14-1/2"	23-1/2"	131		
	RC106IN	Space Saver		8,600	240	1	1		1	1.15	115	12				14-1/2"	23-1/2"	131		
	RC106IN	Space Saver		8,600	240	1	1		1	1.15	115	12				14-1/2"	23-1/2"	131		
	RC107IN	Deluxe	X	10,000	300	3	3	Front	2	2.3	230	7.0		Standard		15-3/4"	26-3/8"	185	4 Way Air Circulation	Open
"King" King Refrigerator Corp., 76-02 Wadsworth Blvd., Glenview, 27, N.Y.	RC107IN	Deluxe		10,000	300	3	3		1	2.3	230	7.1				15-3/4"	26-3/8"	185		
	RC207IN	Custom		14,000	360	2	2		1	2.3	230	10				17-3/4"	26-3/8"	248		
	RC251IN	Custom		19,100	425	2	2		1	2.3	230	11.8				17-3/4"	26-3/8"	269		
	102A			1 HP	300				1	2.8	115	12.0				14-5/8"	32-1/2"	190		
	102B			1 HP	300				1	2.8	208	8.4				14-5/8"	32-1/2"	190		
	102C			1 HP	300				1	2.8	230	8.0				14-5/8"	32-1/2"	190		
	113B			1 HP	300				2	3.7	208	9.2		Sleeve - In-Wall		14-5/8"	32-1/2"	198		
	113C			1 HP	300				2	3.7	230	8.6				14-5/8"	32-1/2"	198		
	113B-HP			10,500	325				1	3.7	208	9.2				16-3/4"	16-3/4"	135		
	760S-1	Standard		7,600	225	1	1	Switch	1	2.2	230	9.5	15-7/8" x 11-7/8"			16-3/4"	16-3/4"	130		
"Matheson" Matheson Co., Div., Glen Alden Corp., Ft. Worth, Texas	1050D-15-1	Deluxe		10,500	410	2	2	Switch & Therm	2	2.0	115	7.3	15-7/8" x 11-7/8"			22-5/16"	22-5/16"	190		
	1050D-1	Deluxe		10,500	410	2	2	Switch & Therm	2	3.0	115	11.0				22-5/16"	22-5/16"	160		
	1050D-HP-1	Deluxe		10,000	385	2	2	Switch & Therm	2	3.0	115	7.2	15-7/8" x 13-7/8"			22-5/16"	22-5/16"	195		
	1350C-1	Custom	X	13,500	465	3	3	Sw. Therm Exht	3	4.2	230	7.4				26"	26"	170		
	1350C-HP-1	Custom		12,900	435	3	3	Sw. Therm Exht	3	4.2	230	7.4				26"	26"	180		
	1700D-1	Deluxe		17,000	505	2	2	Switch & Therm	2	6.8	230	11.7				26"	26"	185		
	2390C-1	Custom		23,900	610	3	3	Sw. Therm Exht	3	7.5	230	13.8	17-3/4" x 14-1/2"			27-7/8"	30-1/2"	210		
	2390C-HP-1	Custom		23,900	595	3	3	Sw. Therm Exht	3	7.5	230	13.8	17-3/4" x 14-1/2"			27-7/8"	30-1/2"	220		
	3161D-1	Deluxe		31,600	1125	2	2	Switch Thermo	2	9.6	230	18.0	19-1/3" x 17-1/3"			32-1/2"	32-1/2"	325		
	3161D-HP-1	Deluxe		30,200	1125	2	2	Switch Thermo	2	9.6	230	18.0	19-1/3" x 17-1/3"			32-1/2"	32-1/2"	335		
"Tre-Cold" Montgomery Ward & Company 619 W. Chicago St., Chicago 10, Ill.	5121	Custom	X	1 HP	200			Thermostat	1	1.0	115	7 1/2		Dubl. Hung		14"	24"	96		189.95
	5151	Cus. Deluxe	X	1 HP	200			Thermostat	1	1.0	115	7 1/2		Min. Mount		14"	24"	97		199.95
	5161	Imperial	X	1 HP	200			Thermostat	1	1.0	115	7 1/2		Min. Mount		14"	24"	102	Dual Stat	219.95
	5251	Custom	X	2 HP	250			Thermostat	1	2.0	115	10.6		Scott Foam		14"	24"	138		249.95
	5181	Imperial	X	1 HP	300			Thermostat	2	3.25	230	8				15-3/4"	26-3/8"	170	Dual Stat	229.95
	5191	Imperial	X	1 HP	300			Thermostat	2	3.25	230	8				15-3/4"	26-3/8"	170	Dual Stat	229.95
	5271	Imperial	X	2 HP	360			Thermostat	2	3.25	230	11				15-3/4"	26-3/8"	215	Dual Stat	279.95
	5291	Imperial	X	2 HP	360			Thermostat	2	3.25	230	11				15-3/4"	26-3/8"	215	Dual Stat	279.95
	70AC111	Space Saver		6,600	255	1	1	Push Buttons	1	1.6	115	7.5	Note (1)			17-3/4"	26-3/8"	129	Dual Stat	329.95
	70AC131	Space Saver		6,600	255	1	1	Push Buttons	1	1.6	115	7.5	Note (1)			17-3/4"	26-3/8"	129	Dual Stat	329.95
"Philco" Philco Corp., C & T Corp., Philadelphia 34, Pa.	80AC121	Space Saver		7,700	345	1	1		1	1.85	115	11.8				15-3/4"	26"	131		249.95
	80AC129	Space Saver		7,700	345	1	1		1	1.85	230/208	5.8/6.2				15-3/4"	26"	131		249.95
	80AC161	Space Saver		7,600	345	1	1		1	1.85	115	11.5				15-3/4"	26"	131		249.95
	80AC169	Space Saver	X	7,600	345	1	1		1	1.85	230/208	5.7/6.1				15-3/4"	26"	136	Heat Pump	299.95
	90AC141	Space Saver		8,500	255	1	1		1	2.3	115	11.6				15-3/4"	26"	134	Heat Pump	279.95
	90AC149	Space Saver		8,500	255	1	1		1	2.3	230/208	5.8/6.2				15-3/4"	26"	134	Heat Pump	279.95
	10AC122	Space Saver		10,000	310	3	3		2	2.75	230	7.4	PW (1)			15-3/4"	26"	136		299.95

Note
(1) permanent washable
*NEMA Rating

EM WEEK EXCLUSIVE: 1961 Room Air Conditioner Specifications

Philco (Cont'd)		X	Space Saver	12AC122	12,000	330	960	3	Front	Thermostat Ventilation	2	3.25	230	9.0	PW (1)	Pr-Ock	Standard	15-3/4"	26"	15-3/8"	140	319.95	Open
14AC122			Super Power	14AC122	14,200	450	1200					3.8		10.4		Std.		16-9/16"	27"	21-1/4"	188		Heat Pump
14AC162			Super Power	14AC162	14,000	450	1180					3.8		10		Std.		16-9/16"	27"	21-1/4"	194		
15AC142			Super Power	15AC142	15,000	355	1280					4.1		10.8		Std.		16-9/16"	27"	21-1/4"	193		
16AC122			Super Power	16AC122	16,000	470	1400					4.3		11.3			Optional	16-9/16"	27"	21-1/4"	193		
23AC122			Super Power	23AC122	22,500	620	2090					6.3		15			Optional	19-5/16"	27-1/8"	32-1/32"	227		
W47A6119N			Cools & Dries		1 HP	300				Temp. & Humidity (1)											210		
W47A6120N			Cools & Dries		10,500	375															210		
W47A6174N			Cools & Dries		12,500	375															210		
W47A6121N			Cools & Heats		2 HP	14,500	390														215		
W47A6176N			Cools & Heats		1 HP	390				Temp. & Heat Pump											215		
W47A6176N			Cools & Heats		2 HP	10,500				Temp. & Heat Pump											215		
W47A6113N		X	Cools Only		2 HP	14,500				Temp. & Heat Pump											215		Weather-Sealed Slide Out Chassis
W47A6115N			Cools Only		1 HP	6,000	210		Front Left		2			7 1/2	Kinissan Washable	Standard	16"	25-7/8"	18-3/4"	161			
W47A6116N			Cools Only		1 HP	8,500	260							12						157			
W47A6117N			Cools Only		1 HP	260														159			
W47A6117N			Cools Only		1 HP	9,500	260													200			
W47A6118N			Cools Only		11,000	300				Cooling				12						200			
W47A6118N			Cools Only		1 HP	11,000	300													201			
W47A6170N			Cools Only		12,500	375														218			
W47A6170N			Cools Only		2 HP	12,500	390													218			
W47A6172N			Cools Only		2 HP	14,500	390													218			
W47A6172N			Cools Only		2 HP	16,500	390													226			
7007		X	Mighty-Mite		1 HP	180	475	2	Top Right			1.9	115	7.5		Std.	Expend Wn Mt Mount Opt.	10-3/4"	14-9/16"	20"	70		
1W11			Power Master		1 HP	220	475					1.9	115	7.5						110			
1W12			Power Master		1 HP	250	600					2.5	115	12.0						110			
1W13			Power Master		1 HP	9,000*	250	2-K 4-B		Off-On Cooling		2.5	208	7.5		Expend O-Mnt		26-1/2"	16-1/4"	110			
1W14			Power Master		1 HP	9,000*	250					2.5	208	7.5						110			
1W15		X	Power Master		1 HP	9,000*	250		Frnt Right			2.8	208	9.0						115			
1W16			Power Master		1 HP	10,600*	275			Off-On Cooling Reverse Cycle	2	2.8	230	9.0	Permanent					115			
1W35			Alaskan		1 HP	10,600*	275					6.0	208					18-3/8"	26-7/8"	230			
1W36			Alaskan		2 1/2 HP	20,000*	500	2-K 6-B				6.0	208					18-3/8"	26-7/8"	230			
1W44			Wall Slim		2 1/2 HP	20,000*	500					6.0	208			Optional		18-3/8"	26-7/8"	230			
1W44			Wall Slim		1 1/2 HP	11,800*	350			Off-On Cooling		3.5	115							160			
1W45			Wall Slim		2 HP	15,300*	380					4.5	208	12.0		Window Mount				165			
1W46			Wall Slim		2 HP	15,300*	380	2-K 4-B	Front Center			4.5	230					19-1/2"	27"	165			
1W47			Wall Slim		1 1/2 HP	13,200*	350					4.0	208			Optional				160			
1W48			Wall Slim		1 1/2 HP	13,200*	350					4.0	208			Optional				160			
MSB-107C					7,000	200	850					4.0	230							160			
MSB-117C					7,000	200		3-PB Thrm			1	1.9		7.5						93			
MPB-107C					7,000	200		5-PB Thrm			2	1.9		7.5	Permanent Germicidal					93			
MPB-107C					7,000	200		3-PB Thrm			1	1.9	115	7.5		Mobilframe			15"	93			
MPB-117C		X			7,300	200		5-PB Thrm	Control Panel	Compressor and Fan		1.9		7.5						93			
MSB-119C					8,400	250						2.1		8.5						96			
MSB-122C					10,000	250						2.5	230	6.2						98			
MSB-132C					12,000	400					2	3.2	230	8.0						130			
MSB-162C					13,500	400						3.7	230	10.6				14"	24"	21"	133		
MSB-222C					15,500	400						4.3	230	10.6						21"	133		
MHB-117C					7,000	200						1.9	115	7.5						15"	93		
MHB-119C					8,400	250						2.1	115	8.5						15"	98		

Philco (Cont'd)

Seers, Roebuck & Co
925 S. Homan Ave.,
Chicago 7, Ill.

“Coldspot”

Note
(1) Therm & Humidstat
(2) Indicator lights —
whether unit is drying
or heating or cooling

“Welbilt”
Welbilt Corp.,
57-18 Flushing Ave.,
Maspeth 78, N.Y.

“Westinghouse”
K-Buttons
B-Buttons
Westinghouse
Electric Corp.,
246 E 4th St.,
Mansfield, Ohio

“PB” — pushbutton
Therm-thermostat
VC-vent control

“NEMA Rating

MODEL NOS.

SERIES

WINDOW WALL

THRU- CASE- TRANS-
WALL MENT

TYPE INSTALLATION

COOLING CAPACITIES
H.P. CFM RM SIZE

NO. LOCATION

CONTROLS

FUNCTION

FAN SPEEDS

MOISTURE
REMOVAL
PTS. PER HR.

VOLTS

AMPS.

FILTER
TYPE

REVERSE
CYCLE
DATA

MOUNTING KIT
STANDARD
OR
TYPE OPTIONAL

CABINET DIM.
HIGH WIDE DEEP

WEIGHT
NET
LBS.

OTHER
FEATURES

RETAIL
PRICE

EM WEEK EXCLUSIVE: 1961 Room Air Conditioner Specifications

MODEL NOS.	SERIES	TYPE INSTALLATION		COOLING CAPACITIES		NO.	LOCATION	FUNCTION	FAN SPEEDS	MOISTURE REMOVAL PTS. PER HR.	VOLTS	AMPS.	FILTER TYPE	REVERSE CYCLE DATA	MOUNTING KIT		CABINET DIM.		WEIGHT NET LBS.	RETAIL PRICE
		THRU-WALL	CASE-TRANSOM	H.P.	CFM										STANDARD OR OPTIONAL	HIGH	DEEP			
Westinghouse (Cont'd)																				
MHB-122C		X		10,000	250	5-PB Thrm	Control Panel	Compressor and Fan	2	2.5	230	6.2	Permanent Germicidal		Mobilframe	14"	24"	15"	98	
MHB-117C				7,000	250	6-PB Thrm		Compressor fan ventilation		1.9	115	7.5			Perna		21"	15"	93	
MCB-222C				15,000	430	Thrm				3.7	230	10.6			Mobilframe		21"	15"	133	
MCB-117C				7,000	200	V.C.				1.9	115	7.5			Perna		21"	15"	93	
MCB-172C				15,000	400					3.7	230	10.6			Perna		21"	15"	133	
MCB-232C				16,500	430					4.8	230	12.0			Perna		21"	15"	140	
MDB-117C			X	6,500	200	5-PW Thrm		Compressor & Fan, Vent. & Unit		1.7	115	7.5				24"		15"	93	
MDB-112C			X	6,500	200	Thrm & Vent				1.7	230	4.0						15"	93	
MDB-113C			X	6,500	200	Con.				1.7	208	4.4						15"	94	
MDB-121C			X	8,600	250					2.3	115	12.0						15"	94	
MDB-122C			X	9,500	250					2.5	230	6.5						15"	94	
MDB-123C			X	9,500	250					2.5	230	6.5						15"	99	
MDB-131C			X	10,500	400					3.2	115	12.0						21"	111	
MDB-132C			X	10,500	400					3.2	115	12.0						21"	111	
MDB-133C			X	12,500	400					3.7	230/208	11.5						21"	133	
MDB-176C			X	9,500/10,000	240	6-PB Thrm & Vent		Compressor, fan, vent. & heat		2.2	230	7.5			Optional			15"	101	
MDB-122R			X	13,500/13,000	375	5-PB Thrm				2.4	208	8.1						15"	101	
MDB-162R			X	13,500/13,000	375	5-PB Thrm				3.4	230	11.7						20"	131	
MDB-132H			X	13,500/13,000	375	5-PB Thrm				2.4	230	11.7						18"	110	
MDB-172H			X	13,500/13,000	375	5-PB Thrm				3.4	230	11.7						20"	135	
"Whirlpool" Whirlpool Corp., St. Joseph, Mich.																				
CP-100C-20	Custom			7,000	240	525 (1)				2.4 (3)	115	7.5	Note (4)		(5)			17-7/8"	152	
C-100C-20	Custom			8,800	280	625				2.8	115	12.0						17-7/8"	152	
C-100C-30	Custom			10,000	300	700		Front	2	3.2	230	8.0		Cooling Only			25-7/8"	17-7/8"	152	High Styling
C-100C-50	Custom			10,000	300	700				3.2	208	8.8						23-3/8"	196	
C-130C-30	Custom		X	13,000	370	900				4.0	230	10.5			Standard			23-3/8"	199	
C-200C-30	Custom		X	14,500	380	1,000				4.5	230	11.0						23-3/8"	206	
C-230C-30	Custom		X	16,500	400	1,150				5.3	230	12.0						24-1/4"	191	Air Sweep
CRH-100C-2	Remote Control			10,000	350	700		Remote Box	Variable	3.2	115	12.0						24-1/4"	191	Air Sweep
CRH-100C-3	Remote Control			11,000	350	725				3.5	230	7.8						23-3/8"	191	Electric Heat
DH-100C-30	Deluxe			11,000	330	725				3.5	230	7.8						23-3/8"	191	Electric Heat
DH-200C-30	Deluxe			14,500	390	975				4.5	230	12.0						23-3/8"	191	Electric Heat
DTW-100C-30	Deluxe		X	8,500	275	600				2.7	230	8.0						17-7/8"	145	Thru-Wall
DTW-100C-50	Deluxe		X	8,500	275	600				2.7	208	8.8						17-7/8"	145	Thru-Wall
DTW-120C-30	Deluxe		X	11,000	325	725		Front	2	3.5	230	10.5						23-3/8"	195	Thru-Wall
MP-1000-20	Metropolitan		X	6,600	250	525				2.2	115	7.5						17-1/2"	145	Insta-Mount
M-1000-20	Metropolitan		X	8,500	275	600				2.7	115	12.0						17-1/2"	145	Insta-Mount
M-1000-30	Metropolitan		X	9,000	275	650				3.0	230	7.8						17-1/2"	145	Insta-Mount
AJB-250C-30	Super		X	22,000	500	1,650				6.8	230	15.0						32"	227	High Capoc.
AJB-100C-20	Casement		X	8,200	240	600		Front & Top		2.6	115	12.0						15-1/2"	130	Casement
"York" York Div., Borg Warner Corp., York, Pa.																				
JAL-S-2	Special			6,300	140	2	Upper Left			2.23	115	7.5			Std.	13-15/16"	22"	14-1/4"	105	
JAL-2	Custom		(1)	6,500	140	3	Upper Left			2.23	115	7.5			Std.				134	
JBL-S-2	Special		(1)	7,500	220	231				2.31	115	7.5			Mg Mt				136	
JBL-2	Custom			7,500	220	231		S, T, FA		2.31	115	7.5			Mg Mt				134	
JBS-2	Special			9,000	260	270		S, T, FA, EX		2.70	115	12.0							138	
JB-2	Custom			9,000	260	270		Front Lft Side		2.70	115	12.0							134	
JBS-11	Special		X	10,000	245	333				3.3	230	8.2							136	
JB-11	Custom			10,000	245	333				3.3	230	8.2							136	
JBS-19	Special		X	10,000	245	333				3.3	208	8.6							136	
JB-19	Custom			10,000	245	333				3.3	208	8.6							144	
JBS-11	Custom		X	10,000	245	333		S, T, FA, EX, (2)		3.3	230	8.2/13.5							144	
JBR-2	Custom			9,000	280	270		S, T, FA, EX		2.70	115	12.0							163	
JNS-11	Special			12,000	450	387		S, T, FA, EX	2	3.87	230	9.2			Std.	Standard			178	
JN-11	Custom			13,000	420	425		S, T, FA, EX	2	4.25	230	9.2							182	
JN-2	Custom		(2)	11,800	420	335		S, T, FA, EX	2	3.35	115	12.0							163	
JNS-19	Special			13,000	420	425		S, T, FA, EX		4.25	230	10.8							178	
JN-19	Custom			13,000	420	425		S, T, FA, EX		4.25	230	10.8							188	
JNS-11	Special			15,000	450	490		S, T, FA, EX		4.90	230	11.5							163	
JT-11	Custom			15,000	450	490		S, T, FA, EX		4.90	230	11.5							178	
JTS-19	Special			15,000	450	490		S, T, FA, EX		4.90	230	13.5							210	
JT-19	Custom			18,500	450	680		S, T, FA, EX		6.80	230	15.0							210	
JY-11	Custom			18,500	450	680		S, T, FA, EX		6.80	230	15.0							180	
JY-19	Custom			14,500	450	439		S, T, FA, EX	3	4.39	230	9.7							180	
JNQ-11	Custom			14,500	450	439		EX, Timer	3	4.39	208	10.7							180	
JNQ-19	Custom			14,500	450	439			3	4.39	208	10.7							180	
Notes: (1) area which can be properly cooled varies with conditions (2) F-Off, fan only and cool (3) up to 1000 ft/hr (4) W-Washable (5) W-Window T-Thru-Wall C-Casement																				
Notes: (1) Any York unit may be used in 2 transom provided unit will fit opening. However no special kits are provided. (2) The JN, JT, & JY models may be installed thru the wall provided wall is thin enough to allow free air passage thru the side louvers Function Code: S-Switch T-Thermostat FA-Fresh Air EX-Exhaust																				
ENERA Rating																				

HOME GOODS DATA BOOK

RESERVATIONS
CLOSE
MAY 5

BY THE PUBLISHERS OF ELECTRICAL MERCHANDISING WEEK



Only a few weeks left to make sure you're on hand — big, bold and brassy — in the debut issue of Home Goods Data Book! Miss this one, and you miss the coverage buy of the year. Nearly 50,000 top home goods people will receive and read the Data Book, and use it for months to come! Great reader interest . . .

targeted placement of advertisements . . . low ad and insert rates . . . long issue life. That's it! No wonder the first annual Home Goods Data Book is an instant hit. Reservations close May 5; ad plates due May 15, inserts June 1. Be there!



HARDWICK Introduces Built-In Gas Ranges

Hardwick announces 3 different surface units and 2 different oven units designed for homes in every price category and for homes where kitchens have become today's living rooms.

Ovens are offered in 6 decorator colors: yellow, pink, turquoise, coppertone, brushed chrome or white.

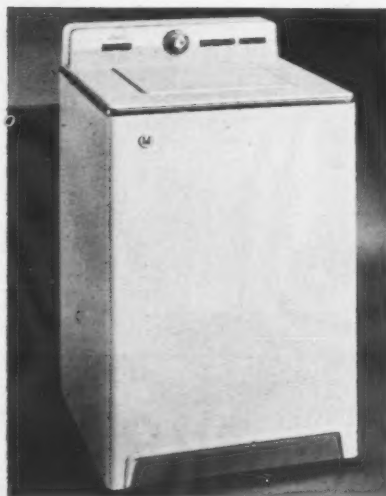
Each of the 2 ovens is outlined with satin chrome moulding with a jewel-tone control panel at top; dial is mounted at left, clock at right.

One oven features Hardwick's balanced-heat EquaFlo burner, the second oven for 2-oven installations is a MicroRay unit that broils, browns, roasts and barbecues.

It features a live-flame, thermostatically controlled rotisserie. MicroRay oven door swings from left to right; other oven door opens in conventional fashion.

Countertop units include a drop-in unit with control dials on cooking surface to right of 4 burners. One divided surface unit features 2 burners on top with the control dials located on counter front.

Hardwick Stove Co., Cleveland, Tenn.



MAYTAG Budget-Priced Automatic Washer

Custom Highlander, No. 125, the new Maytag budget-priced automatic washer, offers the increased efficiency of a metered-fill unit at a budget price, and fits in the middle of the Highland series of No. 124 with time-fill, and No. 126, a 2-speed unit with metered-fill feature.

Metered fill is particularly important in areas where water pressure is a problem, especially in rural sections. Washing action cannot begin until proper water level has been reached, regardless of varying water pressure.

The automatic water level control can be adjusted for "full," "medium"

or "low" to match any wash load size, and the same water level is automatically provided for the rinse.

No. 125 features complete temperature control for wash and rinse phases; hot, warm or cold settings. Wash-time control offers a span of 1 to 14 min. including a 5-min. delicate fabric range. The rinse phase consists of a 30-sec. spray and a 2-min. deep-power rinse. The automatic cycle length is 11 min. in addition to the selective wash and tub-fill time. A perforated lint-removal inner tub is included. Simultaneous draining is conducted to remove lint, light soil, any remaining detergent.

No. 125 also includes Maytag's helical-drive design that powers all operations. Because it eliminates about 1/3 moving parts it is said to offer maximum economy and reliability.

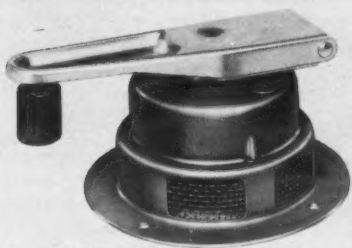
Other features include a corrosion-proof, zinc-coated steel cabinet; a porcelain coating on top cover, lid, wash basket and outer tub; a positive tub brake stops the spinning action within 6 secs. when lid is raised during operation. An unbalance switch immediately stops the washing action in the event the load should become improperly distributed during operation.

Price, \$294.95. The Maytag Co., Newton, Iowa

briefs

Chromalox announces the addition of a sensitive humidity control to its Chromalox temperature control line. The HC-842 unit may be used to operate an exhaust fan which discharges moist air and draws in outside air to replace it. Rated at 125VA for 115-230v ac and 45VA for 115v dc. *Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8.*

George Koch announces newly styled rollabout TV tables finished in brass, to accommodate all styles and sizes TV sets. Swivel casters roll over thresholds and all surfaces. Tubular steel frame has diamond-pierced metal top and grille shelf for serving tray, magazines, or newspapers. **Price:** \$24. *George Koch Sons, Inc., Evansville 4, Ind.*



Eager Beaver Impulse Starter for a power lawn mower is announced by Beaver as a replacement unit and as original equipment. Ratchet and regular wound, with 1 size starter cup, the Eager Beaver is universally adaptable to most makes of gasoline engines up to 5½ hp. Operates on spring load principle. Few turns of handle load starting spring. Folding handle over and depressing automatically starts engine.

Price, approx. \$10. *Beaver Products, Inc., Beaver Dam, Wis.*

Rust-Buster, a penetrant that loosens rusty, corroded parts in seconds, is now available from P-G Products. Featuring a 14-in. telescopic spout applicator, it makes hard to reach rusty bolts, screws, shafts, piping and all frozen connections easily accessible. Made of transparent plastic. *P-G Products Mfg. Co., Inc., 230 E. 162 St., N.Y. 51, N.Y.*

"Distill-O-Water" in a 1-pt. plastic squeeze bottle contains harmless chemicals that remove minerals and other scale-making impurities from tap water for use in steam irons, bottle warmers, vaporizers, and other appliances where distilled, scale-free water is recommended. **Price,** \$1.49. *Distill-O-Co., 2107 S. Edgefield, Dallas, Tex.*



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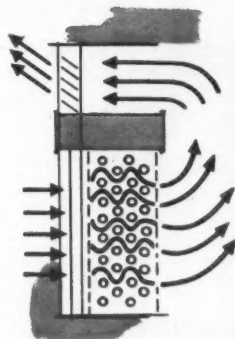
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C-100C-50

ONLY THE NEW RCA WHIRLPOOL ROOM AIR CONDITIONERS

give you the sales advantages
of "pull-through" design
plus full-width air discharge.



Staggered coil system

The cooling coils are located at the intake. This allows greater coil area and assures more efficient and freer passage of "pull-through" air through the coil and does not obstruct full-width air discharge. Thus, they provide greater all-over air conditioning comfort and humidity reducing efficiency. Filters are permanent, washable type.

RCA WHIRLPOOL air conditioner models are made for most every cooling need to deliver the comfort you sell. They range from 6,800 BTU rating on up to 22,000 BTU. There are through-the-wall models, reverse-cycle models, casement models, conventional models plus the revolutionary remote-control models. With two-way air direction control they spread cool air in two directions at the same time. They are whisper-quiet in operation, thermostatically controlled and excellent for removing stale air. Beautifully styled, they deliver maximum BTU output per watt input. Get the full story from your distributor.

Join up! ... it's easier to sell
RCA WHIRLPOOL than sell against it!



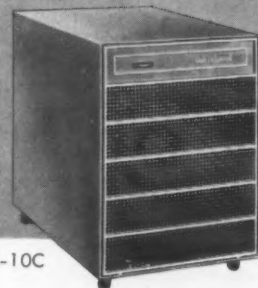
ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
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Another
"profit-maker"
for you!

RCA WHIRLPOOL dehumidifiers provide new comfort for the family ... protect against mildew, mold, dampness and damp odors. The RCA WHIRLPOOL dehumidifier can extract almost four gallons of moisture from the air in a single day. An ideal combination with RCA WHIRLPOOL air conditioners to give maximum comfort.



ADI-10C

new products

CONTINUED

ROPER Gas Ranges

George D. Roper features bright chrome cooking tops and no-stick aluminum griddles with satin covers on 3 of its top-line free-standing gas ranges.

Units offer a Flame-Set Tem-Trol automatic top burner, and 3 Circle-Simmer top burners; Flame-Set low-temperature oven control; Fashion-Line burner controls; Silent-Roll smokeless broiler; Insta-Set Control panel; fluorescent light; appliance outlets; fully automatic lighting; Rocket-Speed oven burner; chrome safety-top oven racks; oven Observa-Lites; X-ray oven window; silicone door seals; extra-thick oven and broiler insulation; removable oven

bottoms; lifetime porcelain enamel finish.

Roper's 40-in. model features range-top Rotis-O-Grill for grilling, vertical broiling, and Thermo-Spit rotisserie. Also provides Insta-Matic oven guardian, for pre-set on-and-off cooking; separate 1-hr. timer; 2 broilers, with Serv-Hot ensemble; and Roast-Minder oven control. **30-in. and 36-in. models** provide range-top griddle; removable oven door; broiler with Chromo-Grill and porcelain enamel pan; and electric clock with 4-hr. timer. 36-in. range has a king-size 20-in. oven, full-length storage compartment with shelf and magnetic door. 30-in. model features a giant-size 25-in. oven.

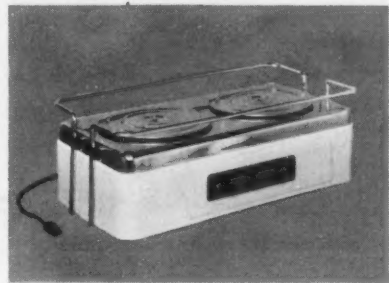
Roper also offers chrome cooking top and griddle with satin chrome cover on Style-Line "30" series. *Geo. D. Roper Sales Corp., Kankakee, Ill.*



LIBERTY Marine Stove

Marine stove No. 516-M has chrome top, elements and guard (sea) rails with white enamel jacket. Right unit has 3 heats, 1,000w; left has heat 650w. Has heavy toggle switches for ac or dc; 2 hold-down brackets. Weighs 15 lbs.; is 19 in. long, 10 in. wide and 7 1/4 in. high.

Price: \$24.95. *Frank S. Howard Co., Marine Div., 1724 Broad Ripple Ave., Indianapolis 20, Ind.*



WELBILT 1961 Gas Ranges

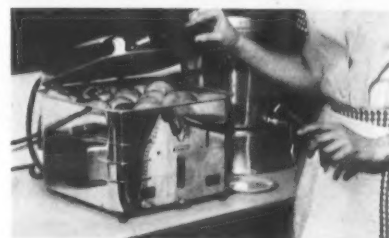
Welbilt announces a deluxe Tiara series of free-standing gas ranges for 1961. Completely redesigned, new styling innovations in background, valve handles and door handles. 2 Gold Star models are now available in 36-in. range and 1 in 30-in. Optional features include: burner-with-a-brain, rotisseries, glass oven windows, sizzle-griddle, simmer burners, chrome top and space heater. Standard on all Tiara series models are: new individual chrome aeration pans, non-clog removable aluminum burner caps, new cast iron grates, wide oven, low temperature thermostat oven control. Hostell series comes in 36-in., 30-in. and 20-in. models.

Prices: \$339.95 No. 1087, \$184.95 for 1652W. *Welbilt Corp., Welbilt Sq., Maspeth 78, N. Y.*



TOASTSWELL "Steamswell"

"Steamswell," food freshener, is designed for automatic food reheating. Super-heated steam is generated by calrod units in cast aluminum lid which is automatically controlled, brings food to serving temperatures in seconds. Steam ports are at top; removable aluminum bottom pan holds drippings; weighs 40 lbs. **Price:** \$249. *Toastswell Co., 640 Tower Grove Ave., St. Louis 10, Mo.*



NEW! A SEMI-AUTOMATIC WASHER

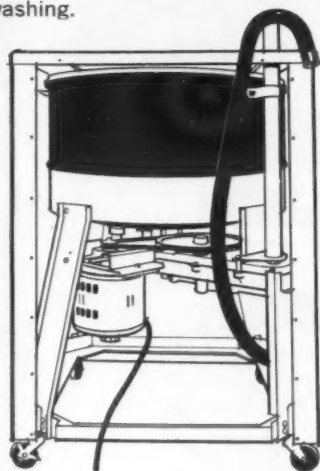
with MODERN STYLING, added WASHING CONVENIENCE



In looks, features, performance and price, this modern new Semi-Automatic Washer is packed with customer appeal.

- Smart new all-square cabinet
- Deeper, giant bowl-shaped tub
- Handy console front controls
- Efficient lint filter
- Electric shut-off timer
- Heat retaining thermal cabinet
- Hi-Vane agitator

Plus other extras that make for faster, cleaner, safer washing.



BUILT-IN QUALITY

The entire top and cover are molded of Implex, the new tough, high impact acrylic. It is completely rust and detergent proof—unaffected by heat or cold—scratch and chip proof.

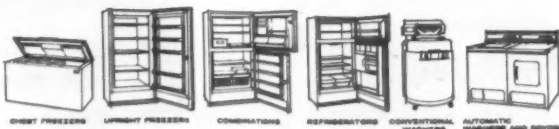
The inner chassis is completely independent of the outside square casing. No noise or vibration is transmitted to the outer casing. This construction is stronger, quieter, and will last for a lifetime of service.



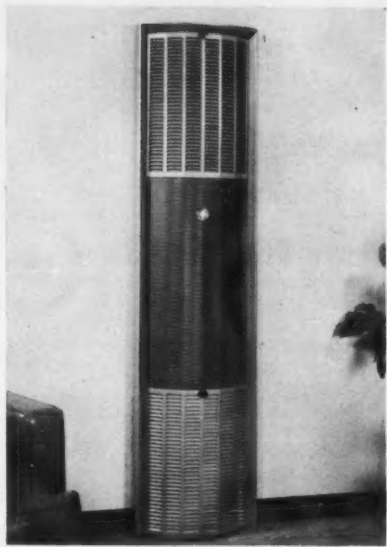
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TEMCO Gas Wall Furnace

Temco's new gas wall furnace provides controlled heat radiation with a specially designed radiation shield. The modern, rounded, perforated cabinet provides radiation to the sides as well as front and heat is radiated over a 120-deg. area. Another feature is the temperature control, developed by Minneapolis Honeywell which incorporates the cabinet as the thermostat sensing element, insuring close temperature control. A fan attachment provides counterflow action, sending warm air directly toward the floor. The fan is mounted in a matching cabinet and mounts on top of furnace.

Units are available in 2 sizes: WV35-1, 35,000 Btu single wall; and WV-1, 60,000 Btu dual wall. Temco, Inc., Nashville 9, Tenn.

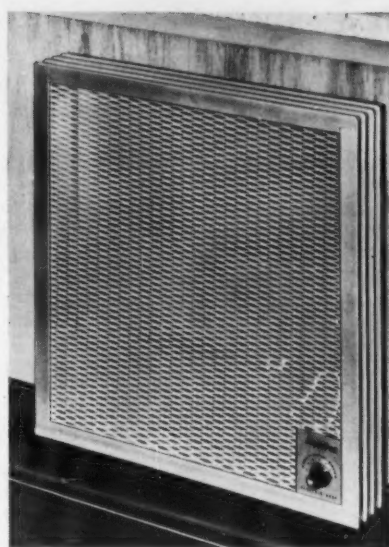
SUN-TRON Heater

Sun-Tron's "Compact" wall surface mounted electric heater is newest in their line of "Design Distinction" heating equipment.

Heater mounts directly on wall surface, so no plaster need be broken. Depth is only 2 3/4 in., width 15 in. and height 16 in. Heating elements are encased in steel sheaths for complete safety. A grille front is held by a satin anodized aluminum frame. Heater has no moving parts to cause service problems and makes no noise.

500 and 750w models are available in 120v and 240v. All are available with or without built-in thermostat.

Price varies from \$36 for 500w model to \$40 for 750w model with built-in thermostat. Sun-Tron Corp., 7435 W. Wilson Ave., Chicago 31.



DUO-THERM 1961 Heaters

Duo-Therm's 1961 line includes home oil heaters from 41,500 to 75,000 Btu capacities and a 60,000 Btu wall furnace.

Featured in heaters is the Power Air blower, which moves air through an average room in just over 3 min. Optional accessories include Power Jet burner, electric or mechanical thermostats.

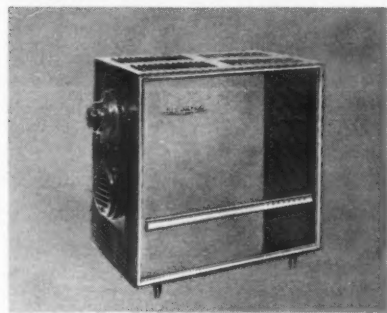
Duo-Therm Contempo, 34x33x29 1/2 in. with tank. Available in Coronado beige with a brown fleck with light brown granada tan or 2 varying shades of chocolate brown.

Duo-Therm Commander, 42 1/2 x 20 7/8 x 27 3/4 in. with tank, delivers 41,500 Btu's. Available in beige and tan.

Duo-Therm Imperial, 25x29 1/2 in., designed to fit into small spaces, has a capacity of 50,000 Btu. Same color combos as Contempo.

Duo-Therm Royal, largest of line, has 75,000 Btu capacity, enough for a 6-room house, large cottage or store. Comes in brown.

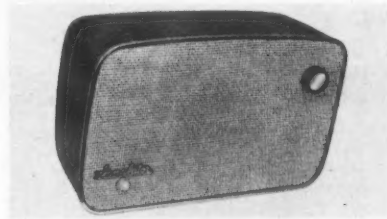
Duo-Therm 335, all furnace, 60,000 Btu, has factory prewired controls; beige finish. Motor Wheel Corp., La-Grange, Ind.



SCHRAMYER Ionator

Schramyer announces an "ion conditioner" suitable for home or office. **Ionator** is about the size of a table model radio. Unit filters, negatively ionizes, and circulates air at 250 cfm, which is enough to "ion condition" an average size room in 10 min. Operate on 115v ac; weighs 6 lbs.; 14 1/4 in. long, 8 7/8 in. high, 6 1/2 in. deep.

Price: \$49.95. Schramyer Co., St. Charles, Ill.



Why

we favor the Madden Quality Stabilization Bill, H. R. 116

A statement by Herbert Ellison Smith
of the Photo Retailers' Service Bureau, Publisher of "Photo-Fan"

UNDER the American system of competitive free enterprise, true prices of manufactured goods are inexorably determined by cost of labor, raw materials and overhead. Conceivably a Congressional edict could reduce—fix and freeze—these three prime costs. BUT, that would entail socialistic price-and-wage controls at all levels of our economy. Such regimentation might please those to whom individual freedom and private property are anathema, but it would most certainly destroy the American way of life.

The Quality Stabilization Bill, H. R. 116, introduced by Congressman Ray Madden, gives the manufacturer the right to stabilize his resale prices, guaranteeing maintenance of the integrity of his trademark. If that right is denied, the vacuum is attacked by an irresponsible minority of retailers whose ignorance and/or greed manifests itself in savage price-cutting, causing retaliatory price wars based on spurious mark-ups and phony list prices.

This makes "Main Street, U.S.A." a veritable product-and-price jungle. The end result of these fang-and-claw tactics is already showing up in the alarming increase of bankruptcies in the D. & B. reports.

The Senate's Small Business Committee recently reported that 1960 small business failures climbed to a 27-year high. A total of 15,445 firms closed their doors last year—one of our most prosperous. These statistics tell only part of the story. The House Small Business Committee in its December report, "STATUS OF SMALL BUSINESS IN RETAIL TRADE," made this frightening statement:

"Most small retailers discontinue business without going through bankruptcy. This explains why, of the 139,000 discontinuing business in 1959, only 6,873 showed up in the business failure statistics." (If the same ratio held for 1960, it would mean that approximately 300,000 retailers discontinued business in 'prosperous' 1960, yet only 15,445 showed up in the business failure statistics.)

For example, a close look at the photographic industry reveals that "price bait"

by the predatory minority cheats the consumer and robs the legitimate photo retailer who must give service on the hobby-leisure-luxury goods he sells. And the final result can be only disastrous to the ethical manufacturer who produces goods for the mass market, because he must cheapen his product to compete.

In plain words, the manufacturer must engineer cuts in quality in order to sell down to a price. This isn't a theory, it's a brutal economic fact. Few realize that a 10% reduction in manufacturing cost can mean a 50% reduction in quality.

This condition gyps the public, destroys the integrity of established trademarks and reduces business to the status of chaotic oriental haggling. It is rapidly destroying the competitive free enterprise system which made America the world's No. 1 producer of goods and services and has given our people the highest standard of living the world has ever known.

The integrity of trademarks long protected the American people by insuring that they were getting merchandise of a

known quality and full value for their money.

Now in this blasé, hard-boiled world few people have the courage to act on morality or principle, or to equate their deeds with spiritual truth. Our competitive free enterprise system evolved from the Judeo-Christian concept of Private Property. This property includes trademark ownership.

Otherwise there is no incentive for business to produce a good product or to deliver a conscientious service to its customers. Without the profit incentive there is no reason for anyone to strive for excellence or maintain his "good name" trademark.

Destroy private property, including trademark integrity, and our way of life would be swallowed up by the superstate envisaged in the Communist Manifesto of 1848. Then "Big Brother" would scrap the law of supply and demand; "control" the type and place of work, the type, quantity and quality of products permissible in the "consumer segment;" and total business would be a State monopoly similar to that of Russia.

A good start in revitalizing our competitive free enterprise system is the prompt enactment of legislation establishing the manufacturer's right to stabilize his products' prices, and protecting his trademarks in the channels of distribution. That is why we favor the Madden Quality Stabilization Bill, H. R. 116.

HOW TO LET YOUR CONGRESSMAN KNOW

Tear out this ad, fill out coupon and mail it today to —

Quality Brands Associates of America, Inc.
1001 Grant Street, Gary 40, Indiana

Please tell my Congressman that I very seriously favor the Madden Quality Stabilization Bill H. R. 116. I believe it will help the economy of our district in many ways. My Congressman's name is _____

MY NAME IS _____

MY FIRM IS _____

LOCATED AT _____

DATED _____

Electrical Merch. Week—April 24

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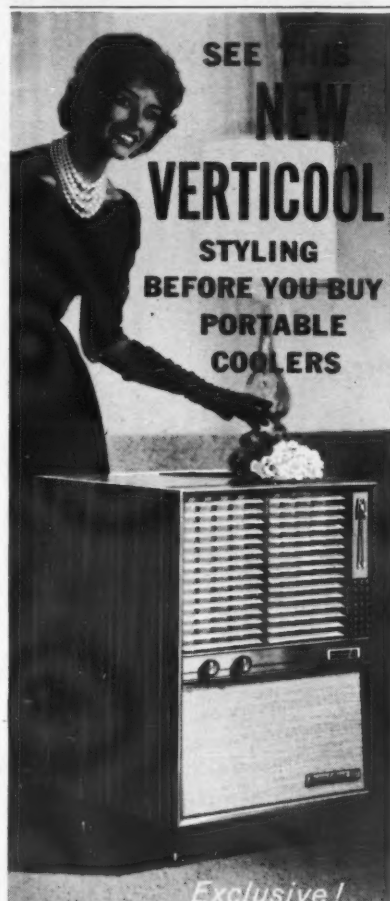
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the single-beater mixer that's worth more ...and sells

LIKE THIS. Show your prospect the KitchenAid single-beater principle. Demonstrate how the beater is set off-center—and travels *clockwise* around the bowl, while it rotates *counterclockwise*. It's called KitchenAid *planetary action*—and the bowl never moves.

Result: the most thorough mixing possible, all the way to the bowl edge. Tell her how this exclusive mixing action costs more to build—well worth the extra money if she wants the very finest.

And point out that this is not just a mixer, but a *complete* food preparer, with over a dozen practical attachments available. She

can chop meat... even clean her silver (with no power adapter needed). Take an extra minute and get your full profit—with KitchenAid. KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio.



KitchenAid®

the dealer's profit appliances

APRIL 24, 1961

PEOPLE IN THE NEWS



Tremlett
of Quickfrez

Quickfrez, Inc.—Burnett S. Tremlett was named president to succeed Dale D. Ashton. Tremlett joined Quickfrez in April, 1959, as general manager. In August of that year he was elevated to executive vice president and elected to the board of directors in December.

Moto-Mower, Inc.—Martin O'Brien was appointed service sales supervisor. O'Brien reports to William H. Nolan, vice president-marketing.

Carrier Corp.—Four new appointments in the distributor sales staff of Carrier Air Conditioning Co. have been announced by Frank Purcell, manager of the packaged equipment sales department.

Donald E. Perry was named sales manager of large packaged equipment. He was manager of unitary application engineering.

Raymond V. Roberts was appointed sales manager of residential heating equipment. He had been a special sales representative in Syracuse.

Joseph S. Dougherty was chosen sales manager for room air conditioners. He had been based in the

Philadelphia room air conditioner sales office.

Ronald R. Hanzl was appointed assistant to Purcell. He was a special sales representative in Syracuse.

General Electric—R. F. Quinn was named manager of a new agency and distributor sales development operation with headquarters in Schenectady. Quinn, formerly manager-intermediate distribution sales, reports to S. W. Corbin, manager-industrial sales operation.

Quinn's new staff includes J. F. Smith, named utility sales and distribution planning manager; R. C. Hanna, named distributor products sales development manager; Herbert Eaton, named motor and control sales development manager; and J. F. Hurley, sales promotion and training manager.

3 reasons why you should sell Welbilt Air Conditioners

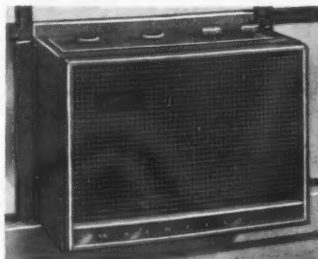
● **MORE COOLING POWER FOR THE DOLLAR IS THE CONVINCING SELLING POINT IN 1961**—Welbilt has it! More B.T.U.'s for less cost. You can sell the Mighty Mite, (a 1-HP, 7.5 Amp., 7007 B.T.U. unit), for up to \$30 less than other makes, and come out with a higher profit margin.

● **WELBILT FEATURES MAKE SENSE**—Give your customers all the new 1961 features that add to their comfort, but not to their bill. For example, Welbilt's tested Quiet-Guard fan system reduces operating sound to a most comfortable level, with a restfully quiet low speed for night cooling. Welbilt's precision thermostat, permanent washable filter, simplified control panel and adjustable air deflectors assure comfort at all times. Installation is simplified, with a choice of "do-it-yourself installation" models, including the Power Master with Welbilt's own exclusive Expand-O-Mount and the Mighty Mite 7007 for casement or double-hung windows. Welbilt is built to last and to resist the corrosive effects of rust and weather. All cabinets are made of galvanized (zinc-clad) steel, with cadmium-plated base pan.

● **A MODEL FOR EVERY NEED**—Welbilt offers you a complete choice of 1961 room units from 7007 B.T.U. to 20,000 B.T.U. at the low down to earth prices your customers insist on.

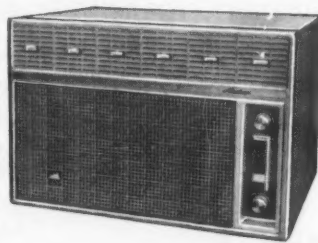
MIGHTY MITE 7007

Original air conditioner to fit casement and double-hung windows. The only 1-H.P. 7.5 amp., 115 volt, model of its kind. 7007 B.T.U.



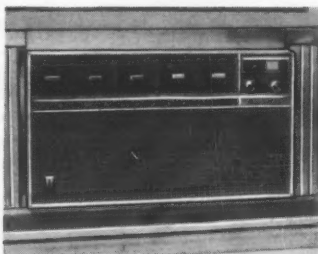
WALL SLIM

Slim size, big power. Fits flush in windows, transoms or through-the-wall. 11,800 to 15,300 B.T.U.



20,000 B.T.U. ALASKAN

Big power for large rooms, stores, offices. Priced for the mass market much lower than others. 2½ H.P. 20,000 B.T.U. Reverse cycle heating models available.



POWER MASTER

Fast one man installation in any standard width window with Welbilt's own Expand-O-Mount. 7007 to 10,600 B.T.U. Exceptionally quiet.

FOR THE BEST AIR CONDITIONER DEAL CONTACT WELBILT CORPORATION, DEPT. H327, WELBILT SQUARE, MASPETH 78, NEW YORK

Welbilt CORPORATION

Manufacturers of Welbilt Gas Ranges, Electric Ranges, Built-In Ranges, Room Air Conditioners, Central Air Conditioning and Heating Equipment, Detroit Jewel Gas Ranges, Wedgewood-Holly Gas Ranges, Garland Commercial Cooking Equipment, Unagusta Furniture

STOP!

LOOK!

and liven up your profits with

Amana

ROOM AIR CONDITIONERS

Amana offers quality-built, feature-packed Room Air Conditioners for every type and size of home or small business. 24 models that range from 6,600 BTU to 23,000 BTU capacity for every possible installation: in-the-window, within the window line, thru-the-wall or in casement windows. All have automatic temperature control. All are

performance-proved for peak circulating, cooling and dehumidifying efficiency. Many available with Amana heat pump to heat as well as cool — automatically! There's a top-quality Amana Room Air Conditioner exactly right for every customer's need! And each one offers you an attractive, full-profit opportunity.

LOOK AT THE
EXTRA FEATURES
Amana OFFERS
AT NO EXTRA COST!

4-WAY PROTECTION AGAINST RUST

In place of cold rolled steel, Amana's fabricated steel parts are made of zinc-coated steel that is first specially treated, then finished with two coats of baked on, special formula Epoxy Resin enamel.

QUIET OPERATION — Exclusive Silent-Aire Turbine, welded construc-

tion, rubber mounted fan motor, spring mounted compressor and heavy Sound Barrier and Styrofoam insulation add to Amana's uniquely quiet operation.

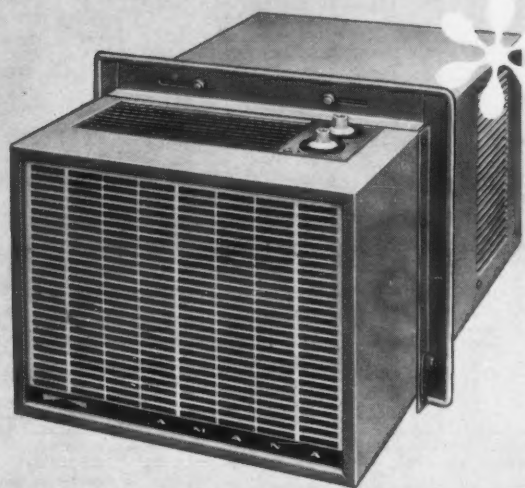
FULL-POWER PERFORMANCE — The oversized cooling coils used are made by Amana to perfectly match the horsepower rating of the com-

pressor giving every Amana greater efficiency and more BTU capacity to increase the amount of cooling.

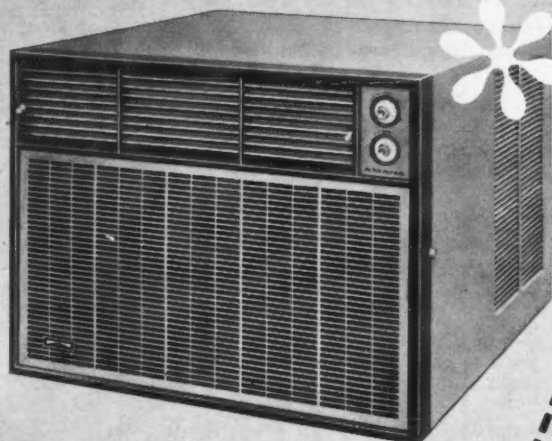
CONVENIENCE — Air Deflector Grill insures complete air circulation. Permanent-type Filter is washable, traps pollen and dust, helps keep house cleaner. Amana units are styled to blend easily into any room.



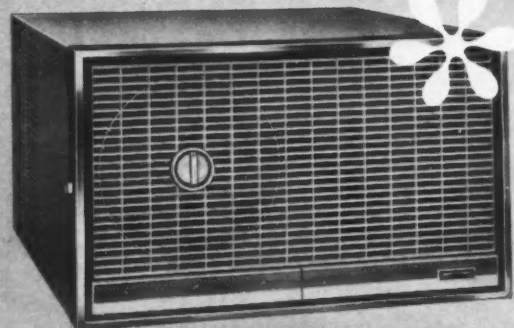
Amana HAS NEW FEATURES, NEW MODELS TO HELP YOU SET A NEW SALES HIGH!



AMANA INSTANT MOUNT—fastest, surest installation...Amana's exclusive superior built-in mounting feature—Instant Mount—has two special adjustable panels that are completely weather-sealed and wind-proof—slide easily to fit any double-hung window from 28 to 40 inches wide. Instant Mount makes Amana quickly removable for use in other rooms or for winter storage.



AMANA CASEMENT WINDOW AIR CONDITIONER—from carton to cooling without an installation kit! The Amana Casement Window air conditioner comes ready to install without remodeling. Customer simply removes it from carton, slides it in window after glass has been removed and adjusts four thumb screws to lock it in place. Features over-sized cooling coils, thermostatic control and two speed fan for peak cooling performance.



AMANA 23,000 BTU CAPACITY AIR COMMAND, 250 Series—the *single* unit that provides multi-room cooling—more cooling than many "central" air conditioners. "King-size" cooling yet it is exceptionally quiet and fits easily into double-hung windows as small as 28 inches. Ideal for multi-room cooling, apartments, or small businesses.

AMANA YEAR 'ROUND SERIES—cools and heats! The Amana Year 'Round assures all-season comfort automatically. Just set it, forget it! Responds to as little as three degrees change in temperature. Reverses cooling to become an efficient heat pump. Can't "ice up" because it defrosts automatically. Beautifully styled with concealed 7-position selector control.

LIVEN UP YOUR OWN PROFITS!

Each year Amana has captured a larger share of the market. This year more dealers than ever before will be profitably selling Amana Room Air Conditioners. Learn for yourself the sound reasons that are building this success. Take advantage of Amana's complete selling and merchandising program. It's tailor-made for the dealer who wants big-volume, big-profit Room Air Conditioner business—AND compete in price.



Got the Wanderlust?

Learn how you can enjoy a fabulous luxury vacation in Europe, Mexico, Bermuda—on Amana! Call your Amana distributor—and get all the facts.

Amana®

*Backed by a century-old
tradition of fine craftsmanship*

AMANA REFRIGERATION, INC., AMANA 16, IOWA

Don't Forget!

There's Amana Central System Air Conditioning, too—available also with Amana Heat Pump that automatically heats as well as cools for all-year comfort. Full range of sizes for every home requirement.



**GRANCO
FM-AM
CLOCK
RADIO
NOW**

\$39⁹⁵

*49⁹⁵ RADIO YOU CAN SELL FOR AND MAKE YOUR FULL PROFIT

CONTACT YOUR GRANCO DISTRIBUTOR OR WRITE:

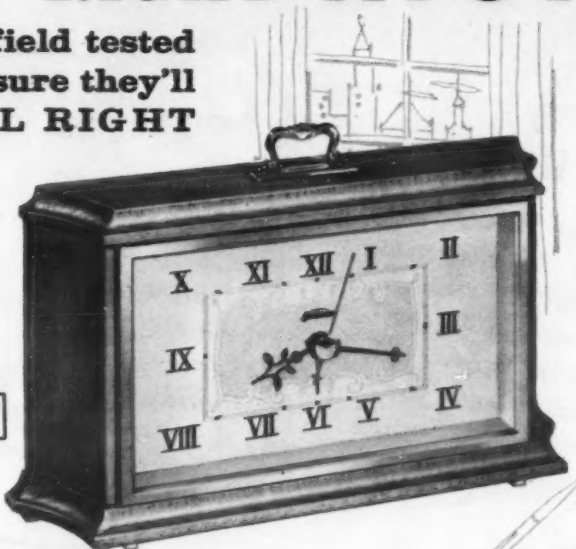
GRANCO

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AMERICA'S LEADING SPECIALIST IN FM

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and field tested
to insure they'll
SELL RIGHT

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**the VILLA
by Sunbeam**

Convert lookers into buyers with this French Provincial beauty. Trimmed in a pleasing modern note with warm tones of hand rubbed fruitwood. Its elegance invites a second look—a look that converts easily to a sale.

B013 The Villa, with alarm, \$22.95*

SUNBEAM CORPORATION
Dept. 27, Chicago 50, Ill.

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Sell the NEW
Sunbeam
ELECTRIC CLOCKS
*distinctive...
...decorative
...desired*

For more information on the new line of field tested clocks, write Sunbeam, Dept. 27

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	107	104	133	19.5% down*
appliance-radio-TV index (1957 = 100)				(Dec. 1960 vs. Dec. 1959)
RETAIL SALES	18.1	17.9	18.2	0.5% down
total (\$ billions)				(March 1961 vs. March 1960)
APPLIANCE-RADIO-TV STORE SALES	316	299	337	6.2% down
(\$ millions)				(Jan. 1961 vs. Jan. 1960)
CONSUMER DEBT + +	279	286	299	6.7% down
owed to appliance-radio-TV dealers (\$ millions)				(Feb. 1961 vs. Feb. 1960)
FAILURES	33	28	27	22.2% up
of appliance-radio-TV dealers				(March 1961 vs. March 1960)
HOUSING STARTS	106.5	79.9	72.5	46.9% up
(thousands)				(March 1961 vs. March 1960)
AUTO OUTPUT	114.6**	93.7**	135.4**	15.4% down
(thousands)				
PERSONAL CONSUMPTION EXPENDITURES	18.0+	18.3+	19.2+	6.3% down
for furniture-household equipment (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME	358.1+	357.5+	342.4+	4.6% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
CONSUMER SAVINGS	27.2+	29.2+	22.8+	19.3% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
EMPLOYMENT	65,516	64,655	64,267	1.9% up
(thousands)				(March 1961 vs. March 1960)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

**Figures are for week ending April 15, 1961, and preceding week (revised).

+Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

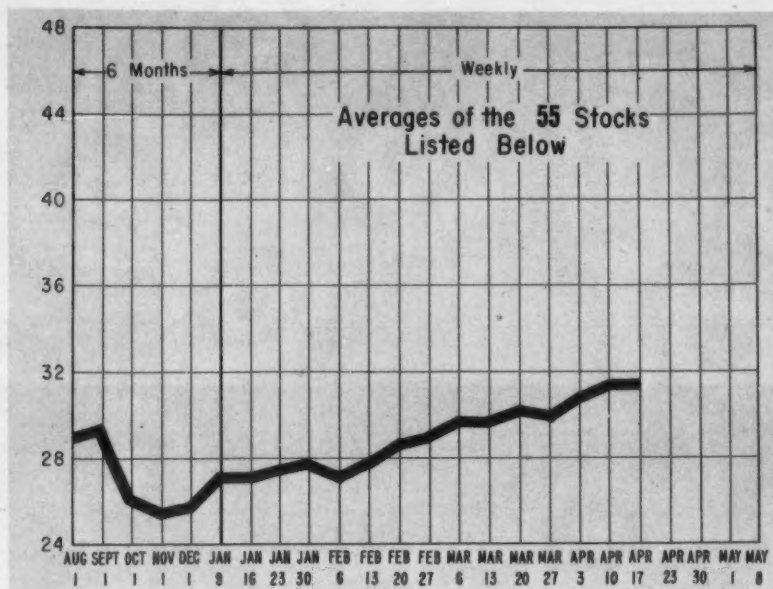
		1961 (Units)	1960 (Units)	% Change	
AIR CONDITIONERS, Room.....	Feb.	206,800	154,800	+33.59	
	2 Mos.*	304,500	222,000	+37.16	
DISHWASHERS	Feb.	38,900	45,000	-15.14	
	2 Mos.	79,700	83,200	- 4.21	
DRYERS, Clothes, Electric.....	Feb.	52,869	69,898	-24.36	
	2 Mos.	119,059	144,075	-17.36	
	Gas.....	Feb.	28,471	38,469	-25.99
	2 Mos.	65,439	75,895	-13.78	
FOOD WASTE DISPOSERS	Feb.	50,400	56,300	-10.49	
	2 Mos.	106,300	108,100	- 1.67	
FREEZERS	Feb.	68,400	97,400	-29.77	
	2 Mos.	126,500	150,600	-16.00	
PHONOGRAPH SHIPMENTS	Feb.	255,348	417,315	-38.81	
	2 Mos.	547,097	877,044	-37.62	
RADIO PRODUCTION	Week Apr. 7	183,165	195,539	- 6.33	
(excludes auto)	14 Weeks	2,697,532	2,798,151	- 3.60	
RADIO RETAIL SALES	Feb.	666,228	611,479	+ 8.95	
	2 Mos.	1,246,908	1,414,867	-11.88	
TELEVISION PRODUCTION	Week Apr. 7	93,530	106,355	-12.06	
	14 Weeks	1,406,303	1,685,802	-16.58	
TELEVISION RETAIL SALES	Feb.	452,282	507,673	-10.91	
	2 Mos.	852,073	1,098,540	-22.44	
REFRIGERATORS	Feb.	239,000	302,400	-20.96	
	2 Mos.	464,700	569,100	-18.34	
RANGES, Electric, Standard.....	Feb.	74,900	83,500	-10.30	
	2 Mos.	146,000	150,900	- 3.25	
	Built-in.....	Feb.	53,200	59,700	-10.89
	2 Mos.	91,500	105,800	-13.52	
RANGES, Gas, Standard.....	Feb.	102,800	136,000	-24.41	
	2 Mos.	197,400	246,900	-20.05	
	Built-in.....	Feb.	22,000	23,500	- 6.38
	2 Mos.	42,600	46,100	- 7.59	
VACUUM CLEANERS	Feb.	257,930	294,483	-12.41	
	2 Mos.	500,445	552,813	- 9.48	
WASHERS, Automatic & Semi-Auto	Feb.	182,020	222,463	-18.18	
	2 Mos.	369,072	425,406	-13.24	
	Wringer & Spinner....	Feb.	45,542	61,177	-25.56
	2 Mos.	87,409	112,799	-22.51	
WASHER-DRYER COMBINATIONS	Feb.	6,034	16,381	-63.16	
	2 Mos.	12,417	30,345	-59.08	
WATER HEATERS,	Feb.	60,300	75,500	-20.13	
Electric (Storage)	2 Mos.	112,800	138,200	-18.38	
WATER HEATERS, Gas (Storage)	Feb.	206,700	214,800	- 3.77	
	2 Mos.	433,700	430,300	+ .79	

*Includes January 1961 correction

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	1961 Low	Close Apr. 10	Close Apr. 17	Net Change
NEW YORK EXCHANGE					
Admiral	15 1/8	10 5/8	14 3/8	13 5/8	- 3/4
American Motors 1.20	21 1/4	16 1/2	20 7/8	20	- 7/8
Arvin Ind. 1	28 1/4	20	30 1/2	28 1/8	- 2
Borg Warner 2	43 3/8	35	40 3/4	40 5/8	- 1/8
Carrier 1.60	43 3/8	32 1/8	40 3/8	41 5/8	+ 1 1/4
CBS 1.40B	40 1/2	35 3/8	37 3/4	40	+ 2 1/4
Chrysler 1A	48	37 3/8	44 7/8	48	+ 3 1/8
Decca Records 1.20	44 1/4	32 3/8	42 3/4	43 3/8	+ 5/8
Emerson Electric 1BXD	81 3/4	50	79 1/2	79 1/4	- 1/4
Emerson Radio .37T	16 1/4	11 1/8	15 5/8	15 1/2	- 3/8
Fedders 1B	24	17 1/8	22 1/8	22 1/2	+ 3/8
General Dy. 1	45 1/2	38 3/8	39	38 3/8	- 5/8
General Elec. 2	74	61 1/8	62 7/8	63 3/8	+ 1/2
General Motors 2	47 3/4	40 3/8	47 1/4	46	- 1 1/4
General Tel & El .76*	32 1/2	26 1/2	31 1/8	31	- 1/8
Hoffman Elec.	22 1/4	16 1/4	19 3/4	21 3/8	+ 1 5/8
Hupp Corp. .25F	11 3/8	8	10 1/2	11 3/8	+ 7/8
Magnavox 1	84 1/2	46	72 3/4	83	+ 10 1/4
Maytag 2A	47 1/2	36 1/2	47	47	-
McGraw-Edison 1.40	40 5/8	30 3/4	40 1/4	37 5/8	- 2 5/8
Minn. M&M .60	85 5/8	70 3/8	82 1/2	85 5/8	+ 3 3/8
Montgomery Ward 1	34 3/4	28	31 5/8	30 1/2	- 1 1/8
Monarch .04	18 1/2	13 3/8	18 3/4	18 1/8	- 5/8
Motor Wheel 1	20 1/2	11 3/4	16 3/4	16 1/4	- 1/2
Motorola 1	92	75 1/8	90 5/8	89 3/4	- 7/8
Murray Corp.	30 5/8	26 3/8	29 3/8	29	- 3/8
Norris-Thermador	20	18	18 5/8	18 1/2	- 1/8
Philco	24 1/4	17 3/8	22 3/8	22 5/8	+ 1/4
RCA 1B	62 1/2	49 1/2	61 5/8	60 3/4	- 7/8
Raytheon 2.37T	42 3/8	35 1/4	39 7/8	38 3/4	- 1 1/8
Rheem	18 1/4	13 1/2	16 3/4	16 1/2	- 1/4
Ronson .60	18 5/8	12 5/8	17 3/4	18 1/2	+ 3/4
Roper GD	24 1/4	16 3/8	22	22	-
Schick	14 1/8	8 1/4	12 1/4	11 3/4	- 1/2
Siegler Corp. .40B	34	27	33 3/8	31 1/2	- 1 1/8
Smith A. O. 1.60A	37 3/8	31 3/4	35 1/2	36 3/8	+ 1 1/8
Sunbeam 1.40A	54 1/2	45 3/8	49 3/8	48	- 1 3/8
Welbilt .10E	5 7/8	4 1/8	5 3/8	5	- 3/8
Westinghouse 1.20	50	40 5/8	42 3/4	42 7/8	+ 1/8
Whirlpool 1.40	34 1/4	27 1/4	34	32	- 2
Zenith 1.60A	144 3/4	97 1/4	144	138	- 6
AMERICAN EXCHANGE					
Casco Pd. .35E	10 1/4	6 3/4	10	10	-
Century Electric	10 3/4	5 7/8	9	9	-
Ironrite .25T	8 1/4	5 1/2	6	6 1/2	+ 1/2
Lynch Corp. 87T	12 1/4	8 1/4	11	11 7/8	+ 7/8
Muntz TV	5 5/8	4	4 7/8	6 1/8	+ 1 1/4
National Presto .60	31	12 1/4	26 7/8	26 1/2	- 3/8
Nat. Un. Elec. (Eureka)	3 3/8	1 7/8	3 1/8	3	- 1/8
Pentron	5 3/8	2 5/8	4 1/2	4 1/4	- 1/4
Proctor-Silex	8 1/8	5 1/8	7 7/8	7 1/2	- 3/8
Republic Trans.	9 1/2	4 1/2	8 5/8	7 5/8	- 1
Telectro Ind.	21 3/8	7 3/8	8	8	-
MIDWEST EXCHANGE					
Knapp-Monarch	-	-	8 1/8	8 1/8	-
Trav-ler Radio	-	-	6 3/4	6 3/4	-
Webcor	-	-	11 5/8	10 7/8	- 3/4

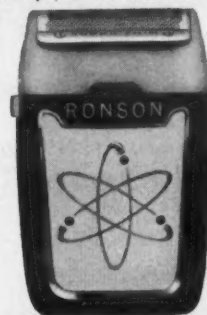
A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Wall Street continued to reflect the generally good business news, but the 55 key stocks on EM WEEK's chart barely managed to hold their own from last week. This was mainly because a few individual issues—Magnavox, Chrysler, MMM—made substantial gains over the week-long trading. It had been felt

by some experts that the market's new-found prosperity could be stopped only by some new and discouraging international development. With the Cuban situation boiling over, the next two weeks should tell how accurate this feeling was. But it was plain: The immediate reaction of Wall Street was not apprehension.

Why did Ronson replace the shaver rated best?

The CFL shaver, as you know, was rated best for speed. For closeness. For comfort. But the CFL MARK II is even better. Its new multi-blade miracle cutter not only gives the cleanest, quickest shaves on earth—it talks. When it crackles, whiskers are coming off; when it hums, whiskers are gone. Mark II was born for demonstration. Promotion. Sales. And CFL MARK II introduces snap-in replacement blades and shaving screen (you sell them boxed in a set; the Ronson shaver stays "show-case new"). Suggested retail \$23.50. If you haven't seen it, attach this ad to your letterhead. Ronson will send you all the facts you need to add this profitable item. Appliance Product Manager, Ronson Corp., 1 Ronson Road, Woodbridge, N. J.



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A SIZE AND TYPE FOR EVERY NEED

* Window * True Casement *
* Thru-the-Wall * Portable *

4,000 to 22,000 btu/hr

Quiet - dependable - feature loaded!

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From the Leader!

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* NEW VALUES
* NEW PRICES

Four new models for every need...
...for every budget

Room Air Conditioners - Portable Room Air Conditioners - Thru-the-Wall Air Conditioners - Dehumidifiers - Furnaces - Air Cooled Remote and Self Contained Air Conditioners - Air Cooled Remote and Self Contained Heat Pumps

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FOR COMPLETE
PROGRAM!

HEAT CONTROLLER, INC.
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...has the backing (in writing) of a billion dollar corporation — in a joint pledge of quality, honesty, and fairness to his community

...speaks directly to millions of prospects on network television — paid for by a company that advertises its dealers...not just itself

...sells the first air conditioner that installs in just minutes



The 1961 Mobilaire® Conditioner is the easiest to sell because it's the easiest to demonstrate. In just minutes Westinghouse Dealers can show prospects how the Mobilaire installs in its special, window mounting frame. Only the Westinghouse Mobilaire and Heavy Duty Models have *Customatic*

Comfort Control that automatically holds room temperature within 3°. Over-size blower wheels cut sound to a whisper. For details on the industry's most valuable franchise, call your Westinghouse Distributor, or write Dealer Development Dept., Mansfield, Ohio. *You can be sure . . . if it's Westinghouse.*

YOU!



WHEN YOU'RE A **Westinghouse dealer**

ELECTRICAL MERCHANDISING WEEK

